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UNITED STATES DEPARTMENT OF AGRICULTURE
Radio Service
OFFICE OF INFORMATION

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UNCLE SAM AT YOUR SERVICE Monday, April 7, 1930

NOT FOR PUBLICATION

SPEAKING TIME: 10 minutes.

ANNOUNCEMENT: As you have listened to the Veteran Inspector tell about food and drug standards and food and drug laws in the past few months, have you wondered how the Federal officials cooperate with your own local State and city officials who are working for the same thing? Well, he's going to answer that question today. And the answer comes in his regular UNCLE SAM AT YOUR SERVICE TALK, broadcast by Station___ and the United States Department of Agriculture cooperating. Mr. Inspector---

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When I was a boy, I spent part of my life on a ranch out West. It was not one of those Dude Ranches that have become so popular lately and where you learn to chew gum like Will Rogers and, if you are lucky, go home bragging that you stuck to a pie-eyed Indian pony for about 3 rounds. It was a real, bona fide ranch in Wyoming and we raised cattle and sheep and harvested hay to feed the stock.

Now, our ranch was one of a very few in a wide valley with a river running through it. And the valley rose gently to the foothills and the foothills grew up and became jagged, sawtooth mountains. And the foothills were full of sheep and cattle. There were plenty of cowboys--- not the drug-store kind--- around there. And all the ranchers knew each other and all the ranchers' wives knew what was going on all over the valley.

As I say, hay--- both wild and tame --- was the main crop. That hay was mighty important and, along about the first of July, the mowing machines begin to click and sing all over the valley. And pretty soon, the fields were full of haycocks, drying in the hot sun. And sometimes it rained before the hay was cured and then there'd be a lot of talk about hard times. So, pretty soon, the men worked out a plan. The plan was to gang all the ablebodied men in the whole valley together and then move from ranch to ranch, putting up the hay. It was a good system. We would call it Cooperation today---Cooperation with a capital C.

Some of the ranchers also raised wheat and we would gang together in the same way, later in the summer, and go from ranch to ranch threshing that wheat. I remember I wasn't too fond of pitching hay--- I always got too many dry alfalfa leaves down the back of my neck. But it was interesting to see which ranch housewife put up the best

dinners. Only we called it grub those days. Some of the tougher customers among the men called it fodder.

As I say, that illustrates a certain form of cooperation. It's easily seen that 40 men can harvest 120 acres of alfalfa quicker than 3 men. And, of course, the system lightened the work for all the men.

Well, friends, I left the ranch country and went to the city and finally became an inspector for the Government's Food and Drug Administration. And, today, I want to tell you about another form of cooperation. It's a form of cooperation which is pretty well known all over the world and it has made the food and drug supply of the United States as good--- probably better--- than that of any other country in the world.

This is a mighty big country. Forty-eight States and some Territories. It's possible to travel more than 3,000 miles in a straight line in this country without ending up with the front wheels of the flivver in either ocean. We have more than 120 million people and I can't tell how many acres of land. And the work of food inspection reaches out into all parts of this huge land. And now let me tell you something that will surprise you. There are only 300 men in the Federal Food and Drug Administration engaged in active enforcement of the Food and Drugs Act. All right. How do they cover the country? Well, the answer is--- were it not for the active cooperation in this work of the States and cities, they COULDN'T! That cooperation is what I want to talk about today.

Some of the States had food and drug laws before January 1, 1907, when the Federal Food and Drugs Act went into effect. Some of these States had been urging the national Congress to pass laws which would regulate inter-State commerce in foods and drugs and thus give these States national cooperation in the enforcement of their act. As I have already told you, the Federal Act went into effect January 1, 1907.

For a few years after the Federal Act became effective, there was no concerted effort on the part of the Department of Agriculture to bring together in a definite agreement and plan the various State and Federal activities. That's what Mr. W. S. Frisbie, in charge of State and city cooperation with the Food and Drug Administration, tells me. But in 1913, says Mr. Frisbie, an Office of Cooperation was formed. This office was to have contact with the State Food and Drug officials and to harmonize, so far as possible, the different methods of procedure. The head of this Office was taken from the ranks of the State food and drug commissioners. It was believed that an official with State experience would be more in sympathy with State viewpoints and in a better position to harmonize State and Federal activities. Experience showed that this belief was sound.

The head of the Office of Cooperation has plenty to do. He must:

First, make contacts with all State and city food and drug officials;

Second, see that these officials make contacts with the different

district and field stations of the Food and Drug Administration of the Federal government. This Administration is now charged with the enforcement of the pure foods law.

The man in charge of cooperation must have technical training as well as experience in administration.

There are, at present, 18 Federal field stations where some of those 300 trained foods and drugs officials are stationed. In addition, 47 of the 48 States have passed comprehensive food laws almost exactly like the Federal act, so far as the fundamental principles regarding adulteration and misbranding of foods are concerned. Most of these States also have laws regulating the adulteration and misbranding of drugs. About an equal number have laws controlling the manufacture and sale of commercial feeds for cattle and poultry.

Well, then, here's the situation. The Federal food and drug officials have jurisdiction only over foods and drugs brought into the United States from foreign countries and over foods and drugs shipped from State to State in this country. The authority of State and city food officials, on the other hand, is limited to their respective territories. In other words, if the officials in, say, the city of Chicago were to find on sale in Chicago an adulterated or misbranded food which had been shipped into their territory from another State, they could take action against the goods or the local dealer selling them. But if they were to proceed against the local dealer, they wouldn't reach and punish the person or firm really responsible for the fraudulent practice because he lives in another State and cannot be reached by their laws. But, through cooperation with the Federal authorities, these State or city officials are given the power to get evidence of violation of the pure foods law and thus make a Federal case. This arrangement not only adds hundreds of trained men to the Federal ranks, but also makes available to the State and city officials the training, influence, and experience of the Federal men. Information concerning new types of violations of the Food and Drugs Act, concerning methods of detecting adulteration, and so on, is exchanged constantly between Federal officials and those in the cities and State. Close cooperation between local and Federal officials also brings about an agreement in opinion concerning the enforcement of the different food and drugs laws. Thus we avoid the bad effect that proceeding along entirely different lines of enforcement would have on business and on the buyer. In other words, the Federal lwa takes care of adulteration and misbranding in so far as inter-State shipments are concerned. State and city laws take care of the same violations on products manufactured and sold locally. The local people have, in most cases, plenty of authority to provide proper sanitation in food and drug establishments. Both Federal and local people work together in such a way as to make violations of the food and drugs law an increasingly difficult proposition.

This particular brand of cooperation has been going on for about 17 years. It has worked, so far as the Federal, State, and local governments are concerned. Now, what can you, the buyer and consumer, do to cooperate? You can do one big thing—— READ THE LABEL. Reading the label will not only help to put fraudulent manufacturers and dealers of quack medicines and bad foods out of business, it will also save you

money and guard your health. Look for the label declaration of ARTIFICIAL COLOR or ARTIFICIAL FLAVOR on products containing them. You will find on labels, statements that products are IMITATIONS when such is the case. The ingredients which make these products IMITATIONS are also declared on the label. Now, imitation products may be wholesome and perfectly proper as foods, but they are inferior to and much cheaper than the genuine article. And you won't want to pay the cost of the GENUINE article and then get only an IMITATION.

Food labels, also, have declarations as to weight and quantity--- often useful to the buyer. And so I urge upon you, as a worthwhile civic duty and because of your own self-interest, to read labels on foods and drugs intelligently BEFORE BUYING. Form the habit and thus do your part toward the cause of honesty of food and drug labels and for your own protection from fraud.

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ANNOUNCEMENT: And so we come to the close of another of the Veteran Inspector's accounts of how Uncle Sam is at your service. Write him in care of STATION_____for a free copy of HOW TO READ FOOD AND DRUG LABELS, by W. R. M. Wharton of the Food and Drug Administration. Next Monday, the Inspector will talk about poultry and poultry products.

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UNCLE SAM AT YOUR SERVICE

Monday, April 14.

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U. S. Department of Agriculture

NOT FOR PUBLICATION

SPEAKING TIME: 10½ minutes.

ANNOUNCEMENT: And now we are going to hear from the Veteran Inspector again. He represents the United States Department of Agriculture at Station_____ and, each Monday, brings us new evidence of how Uncle Sam is at the service of the consumer. He is going to talk about poultry and poultry products today. And, whether you buy your chicken dressed or in cans--- if you like chicken--- you'll probably be interested. All right, Mr. Inspector----

---ooOoo---

I have always been very fond of chicken, my friends. I have eaten chicken fried, roasted, boiled, deviled, in broth, with cream and mushrooms between 2 slices of toast. So far as I remember, I have never had too much.

And, in the years that I have been an ardent friend of the chicken, I have watchedthe bird go from wild state to the can.

When I was a boy, I used to go with my father over the hills to hunt wild chicken with a shotgun.

As civilization advanced, it became my duty to go out in the poultry yard every Sunday morning--- choose a fat old hen--- chop its head off--- clean it--- and take it in to my mother who made a Sunday dinner out of it.

Now, all I have to do is pay a visit to the grocer or the delicatessen and buy a can of chicken. Or else go to the market and buy a fowl that has been shipped in from the country.

You'll gather from this that chicken has played an important part in my life. And it has. But not so important a part as it played in the life of Rufus, colored. Rufus went to his doctor to find out what ailed him. The doctor told Rufus that he was a very sick man. "You must eat chicken broth 3 times a day," said the doctor, "and STAY IN NIGHTS." This struck Rufus as impossible advice. "How am I a-goin to eat chicken broth 3 times a day an' stay in nights?" Rufus asked, in an aggrieved tone.

Well, of course, most of us don't get our chicken that way.

As I was saying, a great many of us buy our chicken at the market, in the day-time.

And that's the very reason why I have something to talk about today. You see, when you choose your own chicken on the farm--- kill and dress it yourself--- and cook it while its fresh, there isn't much chance of your getting anything but a bona fide chicken. But the chicken-packing industry has grown. It is keeping pace, today, with the movement of our population from country to city. And that's one reason why you can now buy chicken in cans at the delicatessen store. Or at the butcher shop or the market.

Now, what's your chance of getting a fresh, wholesome, unadulterated product? How are you going to know that you're getting chicken and not rabbit or veal? Is there any chance that you'll get unhealthy or diseased chicken?

Let's take a look at the situation. And let's take dressed chicken first, that is, the kind you buy at the market or butcher shop.

An inspector friend of mine who is stationed at New York tells me a very interesting story about chicken. New York, you see, is the greatest chicken-buying city in the United States.

Now, a certain dealer in dressed chicken reached the obvious conclusion that, since chicken is commonly sold by the pound, the heavier birds would bring more than the lighter ones. Unfortunately, some of the birds were light. And so the dealer inserted a small hose nozzle into the dressed chicken's bodies--- ran in some water and let it freeze. This increased the weight and brought more money to the dealer. His deceptive trick was very hard to detect because the chickens were either cooked soon after purchase or put upon ice. The buyers, apparently, did not often weigh their birds after purchase. And when the chickens were cooked, the excess weight went off in steam.

Well, a Food and Drugs inspector who knew his market and his locality very well, suspected a trick and kept close watch. He finally caught the dealer and he had to answer to the law for a violation of the Federal Food and Drugs Act.

Evidence of another sort of violation of the pure foods law is contained in a notice of judgment of the Department of Agriculture, which I now have before me. The United States attorney for the southern district of New York, acting upon a report by the Secretary of Agriculture, asked for the seizure of 1 barrel of dressed poultry which was shipped from a Mid-West State of New York City: The barrel of poultry was adulterated in that it contained a part of a chicken which was diseased or otherwias unfit for food. The product was destroyed by the United States marshal.

It is of course illegal to ship from one State to another adulterated, misbranded, or unwholssome foods or drugs. Government inspectors are constantly on the watch for violations of the pure foods law in this and other ways. The Federal Food and Drug Administration is now conducting a Nation-wide campaign of inspection of all poultry products, both dressed and canned.

About 2 years ago, Federal inspectors found that shipments of poultry classed as CULLS frequently contained birds showing evidence of having had roup, tumors, avian tuberculosis, or other diseases which would make such fowls unfit for food. Federal, State, and city food officials cooperated to bring legal proceedings against shippers and dealers in such unwholesome food. A survey was made of stocks of frozen poultry in the East. Later, the survey was extended to the producing centers in the middle-West and South. After a number of seizures of unfit poultry were made in the East, the inspectors found that separate shipments of cull-grade poultry stopped. But some killing houses went on palming off culls on the public by including a few barrels or boxes of cull poultry in shipments of better grades. Government inspectors, co-operating with State and city foods officials, traced shipments down. They visited storage houses--- producing centers--- packing plants. They made post-mortem examinations of dressed fowl that were obviously diseased. They showed packers and dealers just where they were violating the pure foods law in the sale or shipment of such poultry. And, toward the end of the campaign, repeated visits were made to every known dealer or handler of frozen poultry in the East. No culls similar to those formerly found were discovered. This improvement was due to the refusal of packers to receive diseased or inedible fowls and to more careful culling on the part of shippers. The dressed poultry situation has been cleaned up to a very substantial degree and a number of firms canning poultry products have adopted the inspection service offered by the Bureau of Agricultural Economics of the Department of Agriculture.

That brings us to the other side of today's story: canned poultry products. Experienced city buyers know that they can go to their grocer or delicatessen and buy, in can or bottle, half a chicken, a whole chicken, chicken a la king, chicken chow mein, chicken meat, chicken broth, deviled chicken, or a number of other chicken products. The chicken-packing industry is still in its infancy, but it's growing fast. Now, both the Food and Drug Administration and the Bureau of Agricultural Economics of the Department of Agriculture are keenly interested in this growing industry. Food officials are constantly on duty--- inspecting, in the usual way, canned chicken products--- and doing all they can to guarantee the purity and wholesomeness of these valuable foods. The Bureau of Agricultural Economics has drawn up a series of MINIMUM REQUIREMENTS as to the wholesomeness of such products. And, when a packer complies with these Governmental regulations, he is allowed to print on the label of his product these words: INSPECTED AND CERTIFIED BY THE BUREAU OF AGRICULTURAL ECONOMICS, UNITED STATES DEPARTMENT OF AGRICULTURE. These words on the label are the buyer's guarantee that the chicken going into the manufacture of the product he buys was carefully inspected under Federal supervision. A packer or manufacturer whose chicken products are labeled with those words has, right in his factory, a trained veterinarian who has inspected every bird for signs of disease or unfitness for human consumption . Any fowls found unfit for food are destroyed. This service is modeled on the well known meat-inspection service of the Department of Agriculture. And it makes up just one more strong argument why the buyer SHOULD READ THE LABEL BEFORE HE BUYS.

I could name more than a dozen of the leading packing plants which have this Federal inspection service. Look for the words: INSPECTED AND CERTIFIED BY THE BUREAU OF AGRICULTURAL ECONOMICS, on canned or bottled

poultry coming from our leading packing plants.

As I say, the poultry-packing industry is still young. The Food and Drug Administration is keenly interested in the buyer of poultry products. The Administration wants to see that the buyer gets only pure, wholesome products. And it wants to know what you the buyer, think about it. Now let me tell you one way you can help the Administration. Let me begin with a question. What is chicken a la king? Well, you say, it contains chicken and cream and mushrooms. Right. But how much chicken should chicken a la king contain? Five per cent? Ten per cent? Twenty five per cent? Different packers put different quantities of chicken in their chicken a la king. Now a word to the housewives. You probably have a favorite recipe for chicken a la king. How much chicken do you put in it? Are you proud of this recipe? Well, I wonder if you won't write to me: The Veteran Inspector, in care of Station_____, at_____, and send me your recipe for making chicken a la king. I will send your prized recipes to the Food and Drug Administration in Washington and my colleagues there will study them over and use them in drawing up a set of MINIMUM REQUIREMENTS for good chicken a la king. Perhaps your own recipe will become the Government standard of excellence for chicken a la king. At any rate, you will help us out by sending in your recipe, together with anything you have to say about chicken and chicken products.

Thank you very much.

--ooOoo--

ANNOUNCEMENT: The Veteran Inspector now bids you good day until next Monday when he will have an interesting talk for you. He is going to tell you some of the prize experiences of Federal food and drugs inspectors. Meanwhile, send your recipes for chicken a la king to him, in care of this Station. His talk today was the regular Monday UNCLE SAM AT YOUR SERVICE chat, broadcast by Station_____in cooperation with the Department of Agriculture.

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UNCLE SAM AT YOUR SERVICE Monday, April 21, 1930.

NOT FOR PUBLICATION

Speaking Time: 10½ minutes.

ANNOUNCEMENT: And now here's the Veteran Inspector again. He's in a reminiscent mood today and wants to tell you some stories. These stories are more truth than poetry and they come from his own experience and from the experiences of other Federal food and drugs inspectors. This is his regular UNCLE SAM AT YOUR SERVICE talk, broadcast each Monday by Station _____, cooperating with the United States Department of Agriculture. Now let's hear the stories.

--ooOoo--

One bright day last autumn, I was standing by a window in the 12th story of a tall building in downtown New York where the Eastern District of the Food and Drug Administration has its headquarters.

I was exchanging experiences with one of the veteran inspectors stationed at headquarters. And what he was telling me about his 22-years' participation in the enforcement of the Pure Food laws mixed in well with the colorful, swift moving city below us.

As I say, this man was one of the first inspectors appointed by the government. He has worked all over the country. He had had experience with many kinds of foods and drugs. He knows the ropes, as they say, and I listened to him with interest.

"In the old days," he told me, "we inspectors were pretty much on our own. Inspection work wasn't so well organized then, and we were given a job to do--- it was up to us how we got it done. We had to use initiative. I had to pose as a book salesman to get into one place which was known to be operating in violation of the Pure Food laws. Another time I went as an agent for something else. You've heard of the old dime novels, haven't you? Well, I could tell you some stories that would interest a dime-novel writer. One day I was inspecting a shipment of goods from some foreign country, consigned to a foreign dealer in New York. I found 15 pounds of hasheesh--- a drug--- carefully hidden in the shipment. Another time, I found a small chest of rare Egyptian tea sewed up in a sack of beans consigned to an American dealer. Those are only 2 cases, but I could tell you many other stories of how exporters, manufacturers, dealers, and shippers have tried to get by the law. I haven't been bored on this job. I like the work. I stay in it because it's interesting, useful, and adventurous. And when I retire, I think I'll write detective stores."

I smiled. And I thought of other inspector-experiences I have been told or had personally. Some of the most interesting of these have been in

the drug and medical-preparation field. The old-time bear-oil medicine-man who sold his stuff from the bottom of a buggy--- and then made a quick get-away before any of the folks tried it out--- has died hard. In fact, he's not dead yet. Since the days of Egyptian pyramid builders--- and probably before that--- mankind has believed that some herb or mineral or chemical exists to cure all ills. The Ancients called such preparations by a fancy name, like Philosopher's Elixir, but we call a lot of them fakes today. Right now, radium is having its innings and you'll find scores of medicines or foods or contraptions advertised as radioactive. One of my friends tells how he examined a short glass rod, one end coated with a yellow substance, enclosed in a glass bulb. The maker claimed that when this device was hung over the bed it would disperse all thoughts and worry about work and troubles and bring contentment, satisfaction, and bodily comforts that soon resulted in peaceful, restful sleep. "If that thing would really work," said my friend with a grin, "what would happen to all the sheep-counters?"

Livestock also suffers from disease and the men who inspect stock feeds and livestock preparations have some interesting stories to tell. A Federal inspector, in the course of his routine, visited a certain feed factory. He noticed that although the bags were labeled 100 pounds net, they contained only 97 or 98 pounds of feed. And the poultry feeds, although labeled as containing barley, contained no full barley grains but only skimmings. Furthermore, the guaranteed analysis of these feeds was not true. In other words, the manufacturer was violating the Pure Food law on 3 counts: short weight, false labeling, and deception in the statement of the analysis of the product. The government took the usual action to encourage this man to give his customers a square deal. This same inspector found similar deception in certain so-called livestock remedies. You can't cure hog cholera with barley water. And you can't rid hens of lice by putting something in their drinking water. But there have been plenty of quacks who have tried to tell the farmer that he can--- for a good stiff price!

Coming back to man, there's an industry called the frozen-egg industry in the United States. They break large numbers of eggs and then freeze them and sell them to people--- mainly bakers and confectioners. Now, most of the egg freezers are honest and don't try to palm off stuff that could be put to better use in discouraging quarrelsome cats at 2 o'clock in the morning. But one of the Food and Drug Administration's specialists tells me that things in the frozen-egg industry weren't so much on the up-and-up 10 years ago. Some of the manufacturers were then breaking out rejected eggs, such as rots, spots, bloodrings and mixing them with good eggs. The government took one such case to court and food chemists found evidence that the concern was really breaking out rejects and freezing them and selling the stuff as A-1 frozen eggs. The manufacturer contended that he was the soul of honor and that he used nothing but good eggs. To prove his case, he baked some cake, using some of his eggs in it, and served the cake, cold, to the jury. It seemed all right. But the government chemist took the same cake--- heated it in an oven--- and tried it on the jury. The jury was convinced. All the bad-egg odor came out when the cake was heated. Case won by the government.

And then there's the bad-catsup story. Inspectors found that a certain concern in the Middle West was selling catsup with bad tomatoes and other foreign matter in it. Government chemists discovered this by testing the catsup with a microscope, but the manufacturers claimed in court that their catsup was made of choice tomatoes only. "We buy only wholesome tomatoes," said the manufacturers, "wash them thoroughly, and trim off any unwholesome portions and throw them away." They also claimed that they had sorting belts in their factory and that girls sorted out any tomatoes that should not be used for catsup.

Well, the jury had the choice of believing either the government chemists or the statements of reputable citizens who testified for the company. It looked like a deadlock for some time. But one of the government inspectors had secretly interviewed some of the employes of the company. Eighteen of these were brought into court. They had a story to tell. They said that the tomatoes were half rotten when purchased by the manufacturers. These tomatoes were thrown into a tank where they remained for from 12 to 24 hours. Then they were removed on moving sorting belts with women on both sides to take out the bad ones. However, the tomatoes were loaded from 2 belts and the belts moved so fast that it would have taken a magician to take out all the bad tomatoes. Even old rags and dead field mice got by, the witnesses said. The firm was found guilty and put out of business.

It's just such cases as those that have helped the government and the reputable manufacturers to make our catsup supply reliable today.

My veteran friend talking with me up there in the high offices of the Eastern District turned to me with another story that might interest you. During the War, he said, the price of mustard was high because most of it comes from Europe. A smart dealer in Chicago found that Chinese cabbage seed looks like mustard seed. And so he bought boatloads from China and sold it as mustard seed to manufacturers. The Food and Drug Administration found this out--- analyzed the Chinese cabbage seed--- and discovered that it's entirely different from mustard seed chemically. For one thing, it doesn't contain a certain chemical substance with a 19-letter name. But the government chemist figured that if he argued the matter in court that way--- if he talked about chemical substances with such long names--- the jury might not get the drift. So he showed the jury the difference between mustard seed and Chinese cabbage seed in a thoroughly practical way. He rolled up his sleeves. He put a genuine mustard plaster on one arm. On the other, he applied a plaster made of Chinese cabbage seed. After a short time, he took the plasters off. When the jury got a good look at his red and blistered arm, the arm that had been under the mustard plaster -- they knew that mustard and Chinese cabbage seed aren't much alike. The firm trying to substitute the imitation for the genuine was found guilty.

Well, my friends, whether it's smuggled tea, or radium rods, or livestock nostrums, or frozen eggs, or catsup, or imitation mustard seed, or court cases, or constructive educational work among manufacturers and dealers--- it's all pretty much the same to food and drug inspectors. Sometimes the evidence they find in their inspection work lands certain parties in court. And you'll find interesting details of such cases in the different

published NOTICES OF JUDGMENT UNDER THE FOOD AND DRUGS ACT, published by the Department of Agriculture, which will be sent you for the asking. More often, their inspections just add still more evidence to the fact that the food supply of the United States is as wholesome and reliable as that of any other country in the world. And, mostly, their work proves that the overwhelming majority of food and drug manufacturers in the United States are honest and trustworthy. But the final responsibility for making the Federal Food and Drugs Act 100-per-cent effective rests upon you, the consuming public, the buyer. The consuming public can cooperate to insure honesty of labeling of foods and drugs by READING LABELS--- by READING LABELS INTELLIGENTLY and by insisting on being supplied with the exact thing you pay your money for. Intelligent label reading, says a prominent food official, would save buyers of foods and drugs millions of dollars a year and would promote the cause of truthful labeling of such products more than any other thing.

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ANNOUNCEMENT: That concludes the Veteran Inspector's service talk for today. Next Monday he will tell you about salmon and other fish. His talk will be broadcast by Station_____ through a cooperative arrangement with the U. S. Department of Agriculture.

UNITED STATES DEPARTMENT OF AGRICULTURE
Radio Service
OFFICE OF INFORMATION

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UNCLE SAM AT YOUR SERVICE. RELEASE: Monday, April 28.

NOT FOR PUBLICATION

SPEAKING TIME: 10-1/2 minutes.

ANNOUNCEMENT: If you like to go fishing or if you like canned salmon, you'll probably be interested in what the Veteran Inspector has to say today in his regular UNCLE SAM AT YOUR SERVICE talk. He says, for one thing, that canned salmon is better than it used to be. And he tells why—— not forgetting to tell us, also, how they catch salmon and can it for the market. He also has some pointers on buying, for us. Mr. Inspector——

---ooOoo---

Please allow me to begin today by pointing to something with pride. I point with pride to the condition of the canned-salmon supply of the United States today. Ten years ago, the condition of the canned-salmon supply made food officials walk around in circles, mumbling to themselves, and running nervous fingers through their hair.

If you go to the store today and buy a can of salmon, the chances are better than good that you will get a good grade of fish, cleanly and properly canned. The chances are that you can take that salmon into your own home and serve it to the family or to your guests without making them sniff. That is, if you buy with some attention to the label.

Quite a thing, when you remember that from 6 to 8 million cases of canned salmon, worth from 35 to 40 million dollars, are sold in the United States every year. A case contains 48 one-pound cans. Most of this salmon comes from Alaskan waters. Some of it comes from Puget Sound and the Columbia River.

Has this canned salmon always been of equal quality? Could I have pointed with pride 10 or 15 years ago? Positively not. And thereby hangs a tale. A story of a 40-million-dollar industry—— an adventurous industry—— built on the last frontier.

Many years ago, before the white man went to the Northwest, the Indians used to catch and dry enough salmon in the summer and fall to last them through the winter. I, myself, have eaten dried or smoked salmon and it is very good. The Indians still follow this practice and experts in the Food and Drug Administration tell me that much of the salmon caught in Alaskan waters, for canneries up there, are caught by Indian fishermen. The Indians had all the different species to choose from and naturally chose the best. One of their favorite fishing grounds was located near Lummi Island in Puget Sound, and every year the Indians from all parts of the Northwest gathered there to stock up on food for the winter.

Salmon spawn in creeks, rivers, or lakes, but some go farther upstream than others. Now, the thousands of samll streams and inlets of the coast of Alaska--- and the isles and inlets, streams and rivers, of the Puget Sound and Columbia River country---make ideal locations for salmon at spawning time. Sockeye salmon spawn in the lakes at the head of the same river in which they were hatched. Pink salmon will spawn in any river or small stream and seem to have no great desire to go back to the stream where they were hatched. Shortly after spawning, both male and female salmon die. Soon after hatching, the young drop down the streams to the sea, where they spend their lives until they are mature. This takes from 2 to 6 years, according to the species.

It is only natural that the big catches of salmon are made during the spawning season, for at that time the fish are running in schools and are near the coast line on their way to the creeks or rivers to deposit their eggs.

We catch salmon in different ways. But traps, seines, and gill nets are most commonly used. Gill nets have small openings between the cords, just large enough to let the salmon part way through. When trying to escape, the fish is caught by the gills and held.

The fishermen then take the fish to canneries where they are put up in cans for the trade. You buy it at the store and this completes the cycle. The cycle goes something like this: from spawning ground--- to sea--- 4 years of growth--- to the fisherman's boat--- to cannery--- to can--- to the home table.

Now there are only 4 main operations in taking salmon from the water and putting them into the can. The fishermen go out in boats and catch the fish in traps or nets. They kill the fish on board and place them in the bottom of the boat. Then they take them to the cannery--- which is usually located reasonably near the fishing grounds, on some inlet, river mouth, or bay. The salmon are unloaded and conveyed to the butchering machine. The butchering machine is a very complicated apparatus. It cuts off the heads and fins--- cleans the fish--- washes the fish--- at the rate of from 60 to 75 a minute. The fish usually then pass through the hands of Indian women who give the fish a final cleaning before canning. Then the canners place the fish into cans and cook them at a temperature of about 240 degrees Fahrenheit for 90 minutes.

Modern canneries are very efficient and much more sanitary than the old-time canneries. For one thing, they <u>used</u> to handle the salmon with pitchforks. Many of the fish were injured this way and bacteria sometimes got into the flesh from the rough and unsanitary handling. But in modern canneries, the fish are carried from dock to butchering machine in sluices, or by gravity, so that the journey is much quicker and cleaner now than it once was. Furthermore, the canning operation is now far speedier than it used to be. This helps to insure us fresher, cleaner fish.

These canneries--- especially those in Alaska--- are complete communities in themselves. The skilled mechanics, the superintendents, are white workers. In Alaska, the rough labor is done by Japanese, Filipino, Chinese, or Mexican workers. Indians do much of the fishing and their squaws do the trimming, and other hard work. In some parts of Alaska, practically a whole tribe of Indians will be hired by a cannery during the canning season. The big canners do not contract for individual workers. They contract with a man who guarantees to furnish enough workers to handle a whole job during an entire season. And, in the Alaska field, when an Indian chief walks out it sometimes puts a salmon canner in an awkward position. On the Columbia River, the canners still depend largely on a Chinese crew. In one of these salmon-canning communities, the superintendent is not only chief cook and bottle-washer, he's just about everything else for a few weeks during the salmon run.

Unlike sardines, salmon are not canned with mustard, oil, or other foreign material. They are simply cut into the desired size--- after being thoroughly cleaned and washed---salted, and canned. The cans are sealed and then cooked. The theory is that 240 degrees of heat for 90 minutes is enough to kill any bacteria. And, if the canning job is done properly--- and if the salmon were fresh and of good quality in the first place---there's no reason why the salmon we buy shouldn't be of good quality. As I said in the beginning, most of it is.

But it was quite different 12 or 15 years ago. Twelve years or so ago, there was a war going on and a heavy demand for canned salmon. Also, canning processes were not so good then as now. As a result, the Food and Drug Administration seized nearly the entire catch of one cannery and condemned it. The food officials condemned that catch because they believed that it wasn't fit to eat. Some of that fish had been caught a long way from the cannery--- hauled many miles in an unrefrigerated boat--- and carelessly handled at the cannery. Some of that fish was decomposed before it reached the can. Color was lost. Flavor was lost. The stuff wasn't fit to eat. In similar cases some canners contended that the cooking process had killed any disease-producing organisms that might have been in the fish. They contended that such salmon was perfectly good to eat. But Food and Frug Administration inspectors had seen such fish going into the cans. Other inspectors had inspected it at the markets. And the government won its cases. The government has had to fight many cases in court. The long fight for better canned salmon has had an excellent effect on the industry--- the ethical majority of the canners have backed the government--- and our canned salmon is uniformly good today.

So, when you go to the store, about the only thing you have to watch out for is to see that you get the particular kind of salmon you want. You can be reasonably sure that the fish will be all right so far as wholesomeness and purity are concerned. If you want a choice, Chinook or Red salmon, why don't be afraid to pay the price for it. If you want a cheap kind, you won't need to worry particularly about the wholesomeness of that either.

Here's a tip on buying. We have 5 main varieties of canned salmon. The chociest is Chinook. Chinook costs the most money. Next comes the Red, or Sockeye, salmon. Next comes the Medium Red, or Cohoe, salmon. But, between the genuine Red and the Medium Red salmons, there's a price difference of about one dollar a dozen. The standard, cheaper grade of salmon is the Pink. And Chum salmon is the cheapest kind in cans. Chum salmon is nutritious and wholesome, when canned properly. But it happens to lack the color, fat, and oil of the better grades.

Now the Food and Drug Administration has for many years been urging salmon canners to label their product according to speics, although there is no provision of the food and drugs act under which such labeling can be enforced. The law does prohibit misbranding as to species. In other words, Pink salmon can not be legally labeled as Red salmon. Unfortunately, not all the canners have yet seen the wisdom of labeling their product with the name of the species. A lot of salmon still appears on the market merely labeled as salmon, and without any indication of what kind of salmon it is. If you buy salmon under such labels you have no way of knowing whether it is of the highest grade, the lowest grade, or some intermediate grade. You can not exercise discriminating judgment unless you buy salmon labeled to show the species, although salmon not so labeled may be perfectly sound and wholesome. The grades run, from the highest to the lowest, in this order: Chinook, Red or Sockeye, Medium Red or Cohoe, Pink, and Chum.

ANNOUNCEMENT: That was Uncle Sam's Veteran Inspector you just heard. His radio series, called UNCLE SAM AT YOUR SERVICE, come each Monday. Next Monday, he will talk about jams, jellies, and preserves. These talks are broadcast by Station_____through a cooperative arrangement with the United States Department of Agriculture.

UNITED STATES DEPARTMENT OF AGRICULTURE

Radio Service

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UNCLE SAM AT YOUR SERVICE.

Monday, May 5.

NOT FOR PUBLICATION

SPEAKING TIME: 10 minutes.

ANNOUNCEMENT: The Veteran Inspector, who represents the United States Department of Agriculture at Station_____, is going to take up the jam, jelly, and preserve situation today. You might not think that that would be very exciting But if you make---buy---or eat jams and jellies and preserves, you might take a chance on listening to him. He concludes with a few words on how the buyer can assure himself of getting what he pays for. And now let's hear from the Veteran Inspector---

--ooOoo--

I was visiting the preserves-and-jelly experts in Uncle Sam's Food and Drug Administration the other day. I wanted to get a message from them for the American consumers. I wanted to find out what they recommended the consumer do when he goes to the store to buy jams, jellies, or preserves. One of the experts opened a case which stood against a wall and took out a small bottle of a sort of rose colored preserve. He handed the bottle to me and I looked it over.

"What is it?" asked the expert.

"Well," I said, "I'd say strawberry preserve, but first I think I should have a talk with my lawyer."

I added that it didn't look exactly like the strawberry preserve my mother used to make.

"Nothing ever looks like the things one's mother used to make," he said with a smile. "And if that is Strawberry preserve, the crabapple jelly your mother used to make was raspberry jam."

I asked the expert to enlighten me.

"This bottle," he said, "contains the following: 5 per cent of canned strawberries---apple pulp--- pectin--- sugar--- water--- and timothy seeds. The timothy seeds look like strawberry seeds."

"Tsk, tsk, tsk," I said. "What are we coming to?"

"It would be better if you said: WHAT HAVE WE GOTTEN AWAY FROM," said the expert.

Then he took out another bottle that tooked like some kind of jelly. It

tasted like currant jelly and it looked like currant jelly. But I was a bit suspicious of it.

"This imitation jelly," said the expert, with heavy emphasis on the imitation, "is made of pectin---coal-tar color---phosphoric acid---glucose---sugar--- and imitation flavors. It never saw a currant. It got its color from a tar and its flavor from the chemical laboratory."

"Science is very wonderful," I said.

"But somehow I want my currant jelly to come from a currant bush," said the scientist.

Well, the expert and I talked back and forth like that quite a long time. And then he told me that the days of coal-tar jelly and timothy-seed preserves have gone--- let's hope for ever. He said that both of the samples he had shown me were commonly sold some years back, before and shortly after the Food and Drugs Act was passed. The trouble is that those imitations were labeled as being genuine. The synthetic jelly as labeled jelly. The samples I saw had been made merely for exhibition purposes. But every housewife knows that jelly is the sound, semi-solid, gelationous product made by boiling clean, sound, properly matured and prepared fresh fruit with drinkable water. concentrating the expressed and strained juice, to which sugar is added, and that the jelly should conform to the fruit from which it is made. That is, currant jelly should be made from currants and blackberry jelly from blackberries.

Preserves and jams, if genuine, should be made from fruits also. As a matter of fact, all a preserve is is a combination of the fruit with sugar. The combination is cooked and bottled.

Now, in the old days when fewer people lived in cities and more of them on farms---when a great many houswives made their own jams, jellies, and preserves--- there wann't much cause to worry about the nature of such products, bought at the store, simply because few people bought such things at the store. But today, more than half of our population lives in cities. There are a great many of us who buy practically all we eat from the grocer, the baker, the butcher shop, and the fruit and vegetable dealer. A great many of us do not have room in our flats to make up the year's supply of jams and jellies---and no room to store it if we did. And so we are buying our dinners direct from the shelves of the delicatessen and the market and it's quite a lucky husband who can come home and go to his own cellar or icebox and find the makings for a little snack.

And even if you do make your own jellies and preserves, you'll probably be interested to know that the Food and Drug Administration has standardized ---and is trying to standardize further---commercial methods for making these products according to the tried and tested recipes used by expert jelly and preserve makers right out in the home kitchen.

Soon after the Federal pure foods law was passed---which was back in 1907--- the Department of Agriculture made a survey to find out just what the composition of jams, jellies, and preserves should be. As a result of this investigation, the

Food Standards Committee recommended to the Secretary of Agriculture that a jam or preserve should contain not less than 45 parts fruit to each 55 parts of sugar. The sugar should be cane or beet. And the jam or preserve should consist exclusively of these products. And the Department specified that the process of manufacture should be such as to concentrate the product by boiling to a jam consistence. In this way the fruit is concentrated by boiling off about 1/3 of its water conten

My mother used to take about half fruit and half sugar. The Government standard for jams and preserves, you'll notice, is about the same.

Well, time passed and the Government found it necessary to take many cases to court to convince commercial manufacturers of jams and preserves that these products should meet the pure food requirements. Most of the court cases came because the defendants were not putting enough fruit into their products.

Now I guess that most of you know that recipes for making jams and preserves vary. One lady says to do it this way---another says, do it that way. And it's a fact that you can make perfectly wholesome and appetizing preserves from any one of a dozen or more recipes. Federal food officials found, by experience, that court decisions on certain sections of the Food and Drugs Act also differed. And so Uncle Sam, wanting to be perfectly fair to all manufacturers making strictly pure and wholesome jams or preserves, decided to give the manufacturers a littl leeway. Pending clarification by court decisions then, of certain sections of the Food and Drugs Act, Federal officials have permitted the sale of jam-like or preserve-like products containing from 25 to 45 parts of fruit to each 55 parts sugar. But such products must be labeled as COMPOUNDS and the labels must set forth PLAINLY and CONSPICUOUSLY the ingredients and their percentages which the products contain. For example, a compound might be made from 25 parts of fruit, 55 parts of sugar 2 parts of water and small quantities of fruit acid, and pectin. This compound should be labeled as:

COMPOUND PECTIN, SUGAR AND STRAWBERRY (OR OTHER FRUIT) PRESERVE (OR JAM) PREPARED FROM 20 PER CENT OF PECTIN SOLUTION, 50 PER CENT SUGAR, AND 25 PER CENT OF FRUIT.

This label illustrates the labeling of compound jams or preserves. Different firms of course use slightly different labeling as well as different percentages of fruit.

I want to say that these compounds can be perfectly pure and wholesome. Practically all of those now on the market are. There's nothing wrong with them if they are labeled correctly and if you want a compound instead of the genuine article.

Let's look at the difference in cost between a pound of the commercially-prepared jam compound and genuine jam. Your compound would probably cost around 23 cents a pound. The genuine article would cost in the neighborhood of 25 cents but in the compound you may get only 4 ounces of fruit while in the jam or preserves you get the equivalent of over 8.5 ounces of fruit. When you buy a compound you are paying more than 30¢ a pound for the added water and sugar. The reason for that is that the manufacturing costs and the shipping costs will run about the same for both products, the cost of the fruit being only a small portion of the final retail cost.

If you go to the store and ask for a few jars of genuine strawberry preserves or jam, say --- you want to get just that, and the only way you can be sure is to read the label and see that it says strawberry preserves or strawberry jam. And if you want a pound, you don't want to get 12 ounces. Well, the way to protect yourself is to READ THE LABEL. The label must bear the statement of weigh and contents. You may be interested to know that Congress is just now considering legislation which, if passed, will make it necessary to label all products which resemble jams, jellies, or preserves and which contain less than the specified minimum of fruit and sugar, as IMITATION. So, when you go to the store, take time to read the label. If you want a genuine jam, jelly, or preserve, make sure that the label reads JAM, JELLY, or PRESERVE, as the case may be.

That's your best guarantee that you will get what you want.

--ooOoo--

ANNOUNCEMENT: And that concludes the Veteran Inspector's talk for taday. Next Monday, in his regular UNCLE SAM AT YOUR SERVICE series, broadcast by the U. S. Department of Agriculture and Station_____cooperating, he is going to expose some of the fake preparations sold as fat-reducers. Your are invited to hear him.

UNITED STATES DEPARTMENT OF AGRICULTURE
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UNCLE SAM AT YOUR SERVICE

Monday, May 12, 1930

NOT FOR PUBLICATION

SPEAKING TIME: 10 Minutes.

ANNOUNCEMENT: It seems that the United States Department of Agriculture has been getting a lot of letters from people who want to know about so-called fat-reducers. Some of the people haven't been getting results from these nostrums. And so Station_____ has asked the Veteran Inspector to tell you what stand the Food and Drug Administration takes on this matter. He does just this to-day, in his UNCLE SAM AT YOUR SERVICE talk, Mr. Inspector---

--ooOoo--

I want to lead off with an official statement to-day. Then I want to tell you a little story. And then I want to get down to the moral of that story.

Here's the statement--

"Numerous inquiries received recently by the Food and Drug Administration indicate that promoters of so-called obesity remedies and fat-reducing cures are using an old trick dressed in new clothes to deceive fat people into spending money for worthless or dangerous preparations. The advertisements appeal to the vanity of people who wish to regain graceful figures and also to the business necessities of those who become so fat that they can no longer do their work efficiently."

On my way to work each morning, I stop in at a little place for a cup of coffee and a doughnut. They also sell orange juice. Well, I take the coffee and doughnut to a table and, while putting them away, I watch the life around me. Every morning a certain middle-aged lady comes in for a small glass of orange juice. And every morning 3 charming young girls come in for their orange juice--- for a few minutes of chatter before they go to work--- and for the daily check-up on their weight. One after another, the girls take off their coats--- step upon the scales--- and find out if they still have that graceful figure. You see, my friends, these girls have been fooled by the advertisements into thinking that if they take on a pound or 2, their social life may become a failure and they may not be able to marry the handsome young bond salesman.

Yesterday morning, sitting at my table, rudely dunking the doughnut into the rich brown coffee, quite by accident, I heard one of the charming young girls talking to the other 2.

"My dear," she said, "do you know what has happened to Katy? I mean it's just too bad. Katy forgot to count her calories--- I mean she really did--- and now she's so plump she can't get into anything but sizes for extra-stouts."

I pretended to be reading the paper, but really I couldn't help but hear the rest.

The charming young girl went on---

"Katy used to be a darlin'. Slim and graceful and really awfully pretty. Yesterday, she went to the Style Shop to buy a new dress and what do you think? The salesgirl had to push and pull and let out seams to get Katy into that dress. I mean that's what she had to do. And when Katy got into the dress-- my dear. Curves and detours-- you know what I mean.

"The poor salesgirl tried to find something nice for Katy, but finally gave it up. 'Dearie," said the salesgirl, 'take it from me-- you GOT to reduce! Cut down on the chocolates, dearie, and concentrate on the greens.'"

The 3 charming young girls finished their orange juice--- put on their coats--- and with one last pat at their hats, left the place.

And they left the story of Katy ringing in my ears. And the stories of a million Katies and--- if the truth were known--- of a half-million rising young bond salesmen.

This reducing craze isn't confined to the girls and to the matrons, by any means. Why, some of those advertisements have even got the men scared. Some of these men who are taking on a bit too much around the belt actually believe that some fina day the boss will come in, and, pointing an accusing finger at them, say---

"Mr. Jones--- you are taking on too much weight. You can't represent the X-Y-Z Company unless you have a better figure. Besides, the other help will think that we are paying you more than we pay them."

It really isn't fair to the girls that the 1930 Silhouette seems to favor the slim, lissome, reed-like girls. Take those long, belted coats for example. And those longer dresses. And those etc., etc., etc., etc.

And it isn't fair to the men either. After all, I have never seen an employer fire a man because he was stout. Some of the most efficient and popular men I know don't have that schoolboy figure.

But, for thousands of years, men with an ax to grind have been appealing to man's vanity, his health-consciousness, his desire to have an economic and financial safety and stability. And a common principle of advertising technique is to scare a reader and then reassure him. This is commonly practiced in food and drug advertising and, as I have shown, recently in the advertising of fake and fraudulent obesity cures and fat-reducing preparations. A typical advertisement of this sort would run something like this---

WHY NOT REDUCE WITH FOOD? WE ARE MADE OF FOOD AND FOOD WILL EITHER BUILD OR REDUCE WEIGHT. DR. BLANK'S REDUCING CRACKERS ARE REDUCING. SAFE FOR ANY ONE. THEY NOT ONLY REDUCE WEIGHT, BUT ALSO BUILD UP THE GENERAL CONDITION OF BEAUTY AND HEALTH. SOME FOODS WILL BUILD FAT. OTHERS WILL REDUCE IT. TWO POUNDS A WEEK IS SAFE TO REDUCE. THIS CRACKER IS A NON-FAT BUILDING FOOD. TWO CRACKERS WITH EVERY MEAL. SEE HOW MUCH THINNER YOU FEEL IN A WEEK.

Well, our poor friend, Katy, would read such an ad., and, probably, feel immediately reassured. "I'll try this," she probably would say, "and then

I can wear the latest styles."

But the chances are, Dr. Blank's fat-reducing crackers would do her more harm than good. And this is why---

Surplus fat--- let's call it flesh and be more polite--- on people may be due to 2 general causes. First, it may be constitutional, or due to the endocrine metabolism or digestive processes, abnormal but natural to that person. Second, it may be due to over-eating of rich or fat-building foods and due to a lack of healthful exercise. Now, if you belong to the second class--- if you are what you consider over-weight, due to over-eating of the wrong kind of foods and to lack of exercise--- reducing might not be difficult and it might be wise. But see a reputable doctor and get his advice on the kind of diet suitable for you. And find out from him how much, and what kind of, exercise will be good for you. DON'T TRUST TO FAKE AND FRAUDULENT FAT-REDUCERS.

If you belong to the first class of people--- if your weight is a result of your natural or inherited digestive and metabolic processes--- you'd better be very careful about reducing. At any rate, get your physician's advice. A good many people have taken fat-reducers containing thyroid extracts and lost their health, or their lives, as a result. You see, this thyroid--- and some other reducing compounds--- will actually reduce. But sometimes they also reduce the resistance to disease of the person taking them and render that person susceptible to tuberculosis and other serious diseases. There's no point in reducing if it's going to put you into bed for days or weeks or months. Take the best advice of your physician. And DON'T TRUST TO FAKE AND FRAUDULENT FAT-REDUCERS.

Drug specialists in the United States Department of Agriculture recently conducted a series of tests with a number of these fat-reducing nostrums on employees in the Department who wished to lose surplus weight without injuring their health. One of the most widely advertised of these prescriptions for reducing flesh was tried for a period of six months. The result was that two of the subjects were obliged to stop after taking the medicine for two or three weeks because THAT MEDICINE WAS INJURIOUS TO THEIR HEALTH. The third subject GAINED 2-1/2 POUNDS INSTEAD OF LOSING FLESH. Another subject used an advertised preparation for six months and lost 18 pounds. But the drug specialist said that this was because he ate no bread, butter, starchy food, pastry, sugar, or candy while under observation. The first month after discontinuing the treatment, this same person gained ten pounds and in three months was back to the weight recorded at the beginning of the treatment.

Judging from the letters received by the Food and Drug Administration appealing to the Administration to stop the sale of these bear-oil fat-reducers, most of the victims of the fat-reducing professors are women. Printed matter sent out by the promoters of these fake preparations often tell how the professor discovered the secret by fasting, by traveling in the wilds, or by talking with an Indian medicine man or some one. And then there will be letters from Mrs. or Mr. So-and-So telling how she or he was thrilled to discover that fat disappeared never to return. But, when tested by hard-boiled, scientific, truth-loving chemists or medical men, the statements made in the printed matter don't often tally with the facts discovered in the technical laboratory. And I want to say that I trust the laboratory first--- particularly when I know that the laboratory experts are interested in the facts and not the money derived from

sales. Probably no other class of preparations exploited to humbug the people has a wider sale than these antifat nostrums. And, says the Food and Drug Administration, these nostrums are usually worthless— or worse--- they may be harmful. Medical authorities say that reducing diets have been responsible for the increased number of cases of tuberculosis in women and these improperly balanced diets are responsible for lowering resistance to infection so that many other diseases can be directly traced to the cause. The only ways that the Department of Agriculture's specialists know of for safely reducing flesh are rigid dieting and strenuous exercise. And these, to be effective, must be continued for a long time. Fat people usually have a fatty heart. The danger of exercise lies chiefly here, hence it is absolutely necessary to secure a competent doctor's advice before exercising. It isn't always wise for a fat person to reduce, anyhow. But let the family doctor, the specialist, decide that for you.

Loss of flesh is by no means a blessing if it's followed by loss of health, energy, or strength.

---oooOooo---

ANNOUNCEMENT: That concludes the Veteran Inspector's talk for to-day. He asked me to tell you that if you will write him in care of Station_____ and ask for printed matter on fake antifat cures, he will gladly have the Food and Drug Administration send it to you. Next Monday, he will tell other ways in which Uncle Sam is at the service of the buyer of foods and drugs.

--ooOoo--

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UNCLE SAM AT YOUR SERVICE.

Monday, May 19.

NOT FOR PUBLICATION

SPEAKING TIME: 11 minutes.

ANNOUNCEMENT: You may not know it, but there's an interesting and exciting story in tea. And the Veteran Inspector, who represents the United States Department of Agriculture at Station_____, is going to tell that story today. He isn't forgetting the tea taster---nor the different kinds---nor pointers on how to buy tea--- and on how to brew it. It's a fairly long story, so we'll now turn the time over to the Veteran Inspector----

---ooOoo---

Brew a pot of tea for your friends.... Serve it in a cool, pleasant place with a dash of lemon, a little sugar or cream... Take your time--- let the magical leaves loosen dreams in you.... Then ask your friends what they think of when they think of tea....

Do they think of tinkling bells, rising and falling on a breeze? Do they think of gongs clanging and temple bells ringing? Of pagodas, jigsaw temples, rising out of blooming cherry orchards? Of slant-eyed, dark-haired ladies mincing along in wooden stilt-shoes? Of coolies carrying 'rickshas down narrow streets where banners of a thousand colors float and flap?

Do they think of the steaming jungles of Java, Formosa, Ceylon, India? Of flashy, hoarse-voiced birds and great, poison flowers and silver beaches in a moonlight?

Or do some of them get nearer home and think of the Boston Tea Party... or of the first American ship that sailed to China in 1784 and came back, with the wind, with the precious leaves in her hold?

Perhaps some of them will tell you that Europeans first learned about tea away back in the 16th Century when tea sometimes sold for $50 a pound....

Take your time--- don't hurry..... Tea was not made for guzzlers.... And, when your friends tell you, write a letter and tell me.

When I think of tea, like as not I think of a man sitting in a fragrant room on the 12th floor of a huge skyscraper in New York City. I have told you about that skyscraper before. I have told you how I have stood at the windows and watched the ships come up the river and watched the great trucks roar through the streets and heard the thousand sounds that come up from the scribble of streets. But the room--- There are shelves. Row on row of packages and cans and

bottles of tea. The adventurous fruits of a trade safely stored in a room in New York. And a man sitting at a rotating table leisurely sipping tea.... day after day.... week after week.... and liking it.

This man is C. F. Hutchinson. He is the United States Tea Examiner at the Port of New York. A large part of the tea that enters this country each year passes before his nostrils and reaches his lips and tongue. His job is to taste America's tea supply and to see that it is of good quality and of the type or variety that it is supposed to be.

Why is he there? What is his job? Does he like tea himself? How does he think tea should correctly be brewed? What is his advice to the tea buyer?

Well, that's my story. Be patient, please.

A few weeks ago, I was sitting in that room talking to Mr. Hutchinson. He sat at his rotating table. It is like a piano stool with an 8-foot top. The table was covered with small, handleless, white porcelain cups of tea. There were kettles of hot water nearby. And a thousand packages of labeled tea all around.

Mr. Hutchinson, of course, isn't the only tea examiner in the United State He happens to hold that position for the Eastern District of the Food and Drug Administration of the United States government. Other Federal examiners are located at Boston, Honolulu, Seattle, and San Francisco. But, as I said, most of our imported tea comes through the Port of New York. Out of more than 93 million pounds examined 1929, more than 52 million pounds came through New York. So we'll take Mr. Hutchinson as the typical tea examiner. Of course his work is directed by the Food and Drug Administration's central office in Washington, D. C

Mr. Hutchinson isn't the first tea examiner. We had one long before the Food and Drugs Act was passed. He was Jimmy Davies and he was sipping tea away back before my time--- away back when Chester Arthur was in the White House. That was in 1881-'85.

Jimmy Davies was chosen to sample tea for the Customs division of the Treasury Department before the Department of Agriculture took that work over. It was about 1883 that complaints reached Washington concerning the quality of the Bohea, Young Hyson, Oolong, Gunpowder, English Breakfast and other teas. Complaints had it that these teas were adulterated and that little of it was high grade. England was rejecting much of this tea but, it seems, the United States was passing it. And so the Secretary of the Treasury, charged with the duty of administering the customs laws, was authorized to cause the inspection of all teas imported and to reject such as came under the ban of the inspector. Well, there weren't many tea inspectors in those days. But finally Jimmy Davies ---- an Arthur Republican of New York City and a model of sartorial perfection--- was tried out. He gave a demonstration of his fitness. The exhibition was stage in the restaurant of the House of Representatives in Washington. Some 30 or 40 samples of different teas were found. The samples were marked. Samples of the various chops were placed in cups and boiling water poured over each and the tea allowed to steep for 2 minutes. They put a blindfold on Jummy Davies and the tes was begun. He took a sip of each and after each cup chewed a small piece of cheese. Jimmy named correctly each sample in turn. He got the job.

Finally, in 1897, the Tea Act was passed. It has been enforced by the Department of Agriculture since 1920. Briefly the law is designed to prevent the importation into the United States of any tea that fails to reach the standards of quality, purity, and fitness for human consumption set by the Government. If you are interested in the Tea Act and how it is enforced, send for copies of SERVICE AND REGULATORY ANNOUNCEMENTS, TEA NUMBER 1, and of Miscellaneous Publication Number 48, which deals with the work of the Food and Drug Administration. Without going into the Tea Act further, just let me say that out of 93½ million pounds of tea imported to the United States in 1929, Uncle Sam's pure food inspectors rejected 115 thousand pounds. A good share of all that tea passed through New York City and came under the delicate taste of Tea Examiner Hutchinson.

That brings us back to his office in the New York skyscraper. Mr. Hutchinson told me that there are around 2000 different kinds of tea. You can get strong teas or weak teas--- black teas or green teas--- fermented teas or unfermented teas. But he divides all teas into 2 great groups. Black tea---- known as Ceylon, India, Java, orange pekoe, congou, English Breakfast, etc., is a fermented tea. Green tea--- that is, young hyson, pan-fired Japan, gunpowder, is unfermented. Oolong teas are semi-fermented. India, Ceylon, Java, and Sumatra specialize in black tea. Japan produces green tea. China manufactures black, green, and oolong teas and Formosa sends us a semi-fermented or oolong tea.

Now who sets the standards by which all these different teas are admitted into the United States? Well, we have a board of tea experts, chosen by the Secretary of Agriculture. That board is at present composed of Mr. Hutchinson for the Government, and 6 other experts representing the East, the West, and the interior. The board meets and selects and then submits to the Secretary of Agriculture standard samples of tea by which all teas entering this country are judged as to purity, quality, and fitness for consumption. These standard samples are selected by taste mainly, although other things are considered, Mr. Hutchinson told me. After that, all teas designed for American consumption are sampled and checked with the standard. In this way, the tea supply of the United States is standardized, examined, and practically guaranteed as to purity, quality, and fitness for consumption.

I asked Mr. Hutchinson which is the best tea. He smiled and asked me which tea I like best. There are so many varieties and grades of tea, he said, that any one can choose a brand he likes. You may not care for the tea you are drinking--- but there are more than 2000 other teas for your consideration. Do you like black tea, of rich and malty flavor? India, Ceylon, or Java will suit your taste. But you can get a lighter liquor in these same teas if that's what you want. Then there are the green teas and the oolongs. Plenty of kinds for all kinds of tastes.

Never leave tea exposed to the air, he cautioned. A Mason jar makes an excellent container. He said he had seen the delicate taste of tea ruined by keeping it near the pepper box.

"There's an art in brewing tea which all housewives have not mastered," said Mr. Hutchinson. "Some like it strong--- others weak. As an average, say we take a teaspoonful to the cup. The water must be boiling, otherwise the tea leaves won't open fully and part of the strength and flavor will be lost. But never boil tea and never let the water stay in contact with the

leaves more than 5 or 6 minutes. Pour the liquor into another container after it has stood about 5 minutes. Better still, use a tea ball and remove it from the hot water after it has steeped long enough. I like a tea that has steeped only 3 or 4 minutes and I use an aluminum strainer. I put the tea into it--- put the strainer across the top of the teapot--- and pour boiling water through the strainer till the pot is full. The body of the strainer will then be in the boiling water. After it has drawn for 3 or 4 minutes, I take the strainer out and have a cup of tea that suits me just right. Add cream, sugar, milk, or lemon juice if you like them. I use nothing but a little sugar.

"Now when you go to the grocery store for tea," Mr. Hutchinson concluded, "have a talk with the grocer or tea man. Tell him what you think you want. Ask his help or have him get the information for you. Demand the tea you want and keep right on demanding it, keeping in mind that tea is an economical drink. I also believe that tea, properly brewed, is a wholesome and pleasant drink. If you boil your tea or let the water stand on the leaves a long time and then drink 8 or 9 cups at a sitting, you won't do yourself any good. But properly brewed and used in moderation, tea is wholesome and pleasant.

--ooOoo--

ANNOUNCEMENT: You have just heard the Veteran Inspector, Department of Agriculture representative at Station_____, telling another way in which Uncle Sam is at your service. Write him in care of this Station if you want copies of SERVICE AND REGULATORY ANNOUNCEMENTS, TEA NUMBER 1, and of MISCELLANEOUS PUBLICATION 48-M. Next Monday he is going to give the first of his two talks on how to recognize the quack and quack preparations.

UNITED STATES DEPARTMENT OF AGRICULTURE
Radio Service
OFFICE OF INFORMATION

U. S. Depart

UNCLE SAM AT YOUR SERVICE. Monday, May 26/30.

NOT FOR PUBLICATION

SPEAKING TIME: 10½ minutes.

ANNOUNCEMENT: Do you lie awake nights? Do you suffer from that tired feeling? Do you see black spots before your eyes? Are you a frost at a party? If you do, the quacks will get you if you don't watch out. And in his UNCLE SAM AT YOUR SERVICE talk today, the Veteran Inspector is going to tell you how you can recognize the quacks and thus save your money. The talk is broadcast by Station_____ through a cooperative arrangement with the United States Department of Agriculture. All right, Mr. Inspector---

--ooOoo--

'Way back in Medicine-Show days when the bearded quacks drove into town in a buckboard--- tied up at the town hitching post--- stood up and proceeded to entertain the citizenry with parlor tricks (that never seemed to come off) before proceeding to sell them some miraculous preparation--- there was a certain Medicine-Show man who traveled with a product labeled INDIAN SWAMPWEED BITTERS. Or it may have been SNAKE OIL. Or it may have been WILD ROOT BITTERS. But no matter what it was called, probably it was made of well water and brown sugar, flavored with some vile tasting but medicinally useless herb extract. But it was not SOLD as colored, flavored water. The folks bought it after the "Doctor," so called, had delivered a long speech chock full of references to NATURE'S GREAT BALM THAT BRINGS HEALTH AND PEACE TO TROUBLED MANKIND. The "Doctor" guaranteed it to cure almost anything from that tired feeling to rheumatism. And then he shouted, "Gid-dap, Dobbin," and shook the dust of the town off his buckboard wheels.

That's how I began a little talk on October 21, 1929.

This is May 26, 1930. In that October 21st talk, I was telling you about fake medicines. Today I want to tell you about the fakirs--- the bear-oil men--- the QUACKS.

My friends, the quacks have gone modern. You won't find many of them entertaining the folks with magic tricks anymore. They don't drive into town--- get the boy busy mixing up the bitters in a tub back of the buggy while the doctor takes rabbits out of a plug hat up front. They seldom sell their stuff by direct contact nowadays. They use the newspapers, the mails, the bill boards, the druggists' window and other means--- as long as the law allows.

Oh, yes--- the quacks are still with us. Still working on the gullibility of people who are sick, or troubled, or suffering from an inferiority complex, and willing to try anything once. Fortunately, the quacks have certain quite definite earmarks.

For one thing, the quack is a past-master in getting a man's attention through talking about his health. The quack can make most of us worry about our health. He can appeal to our desire to be well and strong and full of vim, vigor, and vitality. He can fill some of us so full of fear that we go around biting our nails and talking to ourselves. After that, it's not difficult to make a sale. The quack is in the business of selling quack preparations for the sole purpose of making sales. He is not interested in curing you.

This old principle of first scaring a man and then reassuring him is a common principle of unprincipled advertising technique. It's commonly used in quack drug- and medicine-advertising. It's just the old buckboard ballyhoo broadcast to hundreds of thousands. It's not limited to a small circle within the range of the bear-oil man's leather-lunged voice any more. And that's one good reason why it's more dangerous. You can scarcely go through a day's reading these days without finding, in some magazine or newspaper, some of those swell, mellifluous, golden-worded, extravagant, exaggerated quack-medicine ads.

How about the men who pay to have them printed? How about the quacks? Who are they? What is their game? Is it legitimate?

I was talking this over with a friend of mine the other day. He is a Medical Officer--- connected with the Food and Drug Administration at Washington.

"For one thing," he said, "the quack is anxious to get the confidence of his victims. He will use testimonials in which it is stated that a certain Mrs. Soandso was cured by Professor Whozit's PATENTED BEAR-OIL BITTERS after all the doctors and all the other medicines had failed her. But his own remedy is probably of no real use whatsoever. Laxative drugs are his principal resource. In using active drugs the quack (fortunately for the victim) is usually afraid to put in full doses as they would seriously harm some people. This difference in the way different people react to the same drug is something that the quack can't control. In avoiding the possibility of doing some buyers actual harm, the quack misses the chance of doing <u>any</u> buyer much good. Because drugs that have the power to help you also have the power to harm you. The quack may know where the one thing stops and the other begins, but he can never know just who is going to take his preparation.

"The quack generally promises QUICK AND SURE RESULTS," my friend, the medical officer, continued. "But as time goes on, the victim is advised to have patience and not to expect too much in a short time. Rome was not built in a day, the quacks say. Then comes the advice to be persistent and to keep hoping. Then comes a dose of mental healing advice. You must expect results and keep repeating that you are getting better and better. The quack will tell you that the coward and quitter never accomplish anything. If the medicine won't cure you, maybe the good advice will. But the advice costs money and the man or woman who buys from the out-and-out quack pays and pays.

"The quack usually promises cures and permanent results for diseases that are caused by dozens of things and which are not considered curable by the best medical men. If the quack is afraid to use the word, CURE, he gets a substitute such as GET WELL TO STAY WELL, or REMOVE THE CAUSE, or ERADICATE THE DISEASE COMPLETELY FROM THE SYSTEM.

"Then he proudly shouts in blacksmith type that THIS TREATMENT IS BETTER THAN ANY OR ALL OTHER TREATMENTS. NO OTHER TREATMENT CAN COMPARE WITH IT. IT IS A SECRET PREPARATION. USED BY A PROMINENT PHYSICIAN FOR YEARS IN HIS PRIVATE PRACTICE.

"About this time," continued the medical officer, "the quack feels that he'd better put on some pressure. He wants to make the reader believe that his concern is thoroughly trustworthy and reputable. And so he prints some bankers' names. He puts down the names of a few judges. College presidents' and movie actresses' names and pictures are considered excellent. If the quack can get a prize-fighter or a professional athlete to sign his name to a testimonial, so much the better.

"It isn't hard to buy testimonials from some people. And I knew a case once where the manufacturer had sold some of his colored well-water to a man suffering from a certain disease. A few weeks later, the quack used the name of this buyer on one of his testimonials. Unfortunately, the buyer had died from the disease the preparation was sold to cure, some time before. But this didn't seem to worry the quack. Nobody would know the man, anyhow.

"And then the quack promises to refund their money to disgruntled buyers. But these refunds are usually surrounded by so many technical difficulties that very few men would take the trouble to get their money back. But if a buyer of a fake mail order preparation wants his money back--- and if that money has been promised in case he is not satisfied--- that buyer should report the matter to the Postmaster General in Washington.

"The Quack usually gives his company a high sounding name, such as THE NATIONAL RESEARCH AND CHEMICAL ASSOCIATION. He often claims that the business was founded by some doctor or pharmacist or chemist who spent years and years working in a laboratory. All this time, the man was suffering from some disease. After many years of patient work, he discovered a <u>sure cure</u> for that disease. His friends insisted that he make his discovery available to a waiting suffering world. He finally consented. The buyer can now get it for 50 cents, a dollar, 2 dollars, 5 dollars a bottle, a box, a tube. But my experience in the Food and Drug Administration," my friend concluded, "has convinced me that seldom is there a laboratory, seldom is there any research going on, seldom a trained chemist or pharmacist at work to prepare the quack medicine."

"How about cases where the quacks use the names of medical men in their advertisements and testimonials?" I asked.

Unfortunately, there are some doctors just as there are some lawyers and merchants and politicians who will lend their names to promoters of frauds for monetary considerations. Only recently my attention was called to an investigation which showed that several doctors in New York and Philadelphia had furnished testimonials for a medicine for from $10 to $850 each. One of these same doctors offered to furnish a testimonial for another medicine for a suit of clothes and a hat. Another doctor who was too ethical to sell a testimonial gave it free, but demanded a good round sum for his picture to accompany it.

Well, I'm going to give you another talk next week on how to recognize the quack. It's a big subject. But I want to say in conclusion that the Food and

Drug Administration is constantly working to rid the market of faked and fraudulent medical preparations. The Food and Drugs Law forbids the shipment from State to State of preparations that are misbranded, faked, or fraudulent. Nearly all the States have similar laws to control medicines sold within their borders. The Post Office Department of the Federal Government denies the use of the mails to frauds. The Federal Trade Commission is squelching fraudulent advertising. The prospects for honesty in medicines is bright. Next Monday, I'll have more to say about the quack and how you can spot him.

--ooOoo--

ANNOUNCEMENT: You have just heard the first of two talks on HOW TO RECOGNIZE THE QUACK which the Veteran Inspector is giving in his regular UNCLE SAM AT YOUR SERVICE program. The next talk will be broadcast by Station_____, cooperating with the United States Department of Agriculture, next Monday.

--ooOoo--

UNITED STATES DEPARTMENT OF AGRICULTURE
Radio Service

OFFICE OF INFORMATION
JUN 2
U. S.

1.9
In 3 Us

UNCLE SAM AT YOUR SERVICE. RELEASE: Monday, June 2.

NOT FOR PUBLICATION

SPEAKING TIME: 10-1/2 minutes.

ANNOUNCEMENT: The U. S. Government is trying to put the medical fakers and quacks out of business. The Government believes that these fellows are taking money on false pretenses. Last Monday, the Veteran Inspector---who is the United States Department of Agriculture's radio representative at Station _____---told us how we can recognize these quacks. Today, in his UNCLE SAM AT YOUR SERVICE talk, he is going to give us more of the ear-marks. All right, Mr. Inspector---

---ooOoo---

One day, years ago---according to a popular story--- the President, or Emperor, or King of Haiti was walking down the grand staircase of the palace in the Island's capital city. He was dressed in the finest official style and he was accompained by dignified members of his Staff, also dressed in the most splendid clothes. It was one of those fine, bright days and the little group of very high officials was feeling in great spirits.

And then the President, or the Emperor, or the King of Haiti happened to look down to the marble step just below him. And there, lying on the stone, were 2 matches, crossed and tied in the middle with a piece of red cotton thread. Black Magic, thought the Emperor or President of Haiti---

The President or the Emperor turned pale---turned around--- retraced his steps to the apartment---and didn't come out again for many days . . .

About the same time, a native of the Island was walking through the hot, dank jungle. Near his path, partly hidden by an overhanging bush, was a dummy made of sticks and straw and old clothes. This dummy looked like the native in a strange sort of way and it wore an old coat that the native himself had worn. The native ran screaming through the jungle---hid himself in his hut--- and, a few days later, he died.

The President and his Staff fled at the sight of 2 crossed matches tied with red cotton thread. The native died upon seeing a dummy of him lying across his path. Would you?

Several months ago, I read a wonderful book called "The Golden Bough". It is the life work of an English writer and it takes up the study of magic of ancient or modern primitive peoples. This book traces the superstitions and the strange, unreasoning fears of people like you and I---but, perhaps, many centuries or decades behind us in experience and knowledge. And I read

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how some of these primitives beat men and women to drive out evil spirits that were making them sick. And how they tried to cure sickness by incantation, by snake juice, by magic words, by torture. . . . The Emperor and the native of Haiti were frightened by Black Magic. Have we moderns conquered the fear of magic? Have we lost the most unreasoning of our superstitions?

From the earliest times, the art of healing has been closely linked with superstition. Even in parts of America today witch-doctors and practicers of healing by magic are known. And everywhere in America today do we find fakers and quacks whoóplay upon the faith, the fear, the vanity, the gullibility of the people.

A long time ago, Faraday discovered the curious effect of electricity in exciting the nerves when a current was passed through them. It was early thought that the action of this electricity might have some healing effect. Medical men and scientists began to study the problem. The use of the Faradic battery became almost a fad. And it wasn't long before the supposed curative powers of electricity were turned into money by the quacks, the fakers, and the charlatans. So-called electric belts began to appear. They were sold widely at county fairs, at sideshows, and through advertising in cheap periodicals. They were downright frauds. Most of them were cheap contraptions of metal and canvas or leather. They were incapable of curing anything. They couldn't give the buyer strength, or virility, or manhood, or beauty, or charm. They could not give the buyer what the seller called personality or magnetism. But the fakers said they could and thousands of them were sold.

Well, we don't have so many electric belts on the market today---but there are plenty of reducing powders, cancer cures, rheumatism remedies, beautifiers, and other bear-oil products that I was telling you about last Monday and that are just as bad. And I wish there were more people who would come back like the man in the crowd at the sideshow. The quack was making a speech in favor of his wares---

"I have sold 6 thousand bottles of this marvelous remedy," he shouted, "and not a single complaint have I received. What does this prove, I ask you?"

"That dead men tell no tales," shouted the man in the crowd.

Well, the days of asfoetidae balls tied 'round the neck seem to have gone the way of ear muffs and bicycles built for two. The people have lived and learned -- something. We Americans probably wouldn't be frightened by 2 burned matches tied with a red cotton thread, although apparently some of us may still be persuaded that disease can be warded off by smelling a few drops of a high priced perfume on the northwest corner of a handkerchief. The more palpable forms of curative magic leave most of us cold these days. But the quack has gone modern and learned new ways along with his customers. And he's still with us. Only now he uses the radio, some newspapers, the cheaper publications, and the mails when he can get away with it.

One of the main weaknesses of quackery isthat it is impossible to make a general diagnosis of and recommend a diet or a system of treatment for a

patient miles away. And a second weakness is that many of the quacks have no medical knowledge whatever. And yet they go claiming that they can GUARANTEE QUICK, SURE CURES or IMMEDIATE RELIEF, or PERMANENT BENEFITS to patients suffering from diseases that even the most thorough and scientific system of medicine has never claimed sure cures for.

Your faker or quack claims to have NATURE'S OWN REMEDY. If he uses drugs in his preparation, he will usually claim that they are pure, harmless, natural products. Sometimes he will make just as strong a claim that he does not use drugs at all. There is a whole cult of quacks which stresses the harmfulness of drugs. These fellows advertise different forms of so-called curative or corrective apparatus or diets or exercise or some other mumble-jumble. The things advertised may be harmless in themselves. They are not always even that. But they are often worse than worthless when they lead the buyer to put false faith in them and so cause him to put off recourse to measures which might be able to cure the patient's troubleif adopted in time.

These quacks take space in some paper or magazine that is not too conscientious about what kind of advertisers it sells space to and come out with some such bear-oil statement as this---

SO-AND-SO'S PREPARATION IS GUARANTEED TO CURE OR RELIEVE PATIENTS THAT HAVE HOPELESSLY SUFFERED FROM SUCH-AND-SUCH- DISEASE OR DISEASES FOR MANY YEARS AND THAT HAVE GIVEN UP HOPE. WE HAVE BEEN IN BUSINESS 10, 20, 30 OR 40 YEARS. NATURE'S OWN OLD RELIABLE CURE. DOCTOR SO-AND-SO USES OUR PREPARATION IN HIS OWN PRACTICE.

And then the quacks go on with their high-sounding claims that they are in business purely because they love suffering humanity and want to relieve suffering humanity of its troubles.

And then they tell how they got the secret formula for their preparation from some aged Indian doctor who had used it in his own tribe for a life-time.

And then, when the come-on letters begin to reach the prospective buyer--- if he did not loosen his purse strings the first time--- that prospective buyer finds that he can buy that same preparation for one-half the price first quoted him.

And then, if he buys and gets no results, he receives later letters urging him to have patience, to have faith, to trust the bitter water because cures are not made in a day. . . .

The quacks get plenty of testimonials. Any one can get a testimonial. Plenty of people are willing to sell testimonials---for a price. For example, a certain quack who had so-called paralysis cures for sale, quoted the testimonial of a man who said he had been cured by taking that preparation. Investigators looked the man up and found him hopelessly bed-ridden. He has suffered from paralysis for 20 years and hadn't been out of bed in all that time.

Now let me sum it up with some words from the Food and Drug Administration: Beware of the quack who offers to restore youth, health, vim, vigor, and vitality if you will take a fes bottles of his preparation, or wear his magic belt, or follow his recommended diet.

Beware of the quack who advertises that he can cure tuberculosis, pellagra, asthma, epilepsy, kidney trouble, venereal diseases, stomach trouble, pneumonia, paralysis, deafness.

Beware of the quack who advertises gland medicines as cure-alls and youth-restorers or who claims to have radium and vitamin-foods that will do the trick

Beware of the quack who advertises nerve-foods or skin-foods.

Beware of the quack who claims to be able to cure cancer. Cancer cures are big money-getters. The quacks now claim to have serums that will cure cancer. Some claim to operate hospitals or sanitariums where cures may be affected.

Beware of the quack who advertises a kind of hair-oil claimed to restore the natural color of the hair. Beware of hair-restorers.

Beware of medicines advertised to remove gall-stones or kidney or bladder stones.

Beware of the psychic or mind healers. Mesmerism or mind culture, practiced by a faker, is not a cure for disease.

The Food and Drug Administration investigates the claims of quacks and investigates their products. So far as the law allows, the Administration removes from the market and prohibits the transportation of any misbranded or fraudulent cure-all, or natural remedy which the quacks advertise.

The age of black magic has passed. This is the age of science. Serious diseases are not curable by mail. Nor by advertised hocus-pocus.

If any of you have had any unfortunate experiences with quacks, tell the Food and Drugs Administration about it. The Administration stands ready to investigate at any time the claims of any manufacturer of a drug for which curative claims are advanced.

---ooOoo---

ANNOUNCEMENT: That concludes the Veteran Inspector's talk for today. Next Monday he will tell us what the Government does to protect the food and drug supply of America's war veterans. The talk will come as the regular UNCLE SAM AT YOUR SERVICE program which Station_____broadcasts in cooperation with the U. S. Department of Agriculture.

UNITED STATES DEPARTMENT OF AGRICULTURE
Radio Service
OFFICE OF INFORMATION
LIBRARY RECEIVED JUN 9 1930 U. S. Department of Agriculture

In 3 Us

UNCLE SAM AT YOUR SERVICE. Monday, June 9, 1930.

NOT FOR PUBLICATION

Speaking Time: 10 minutes.

ANNOUNCEMENT: Many of you may not think of the U. S. Government as a family provider. But it is. The Government buys each year millions of dollars worth of food for veterans of the World War, for the Army, the Navy, the Marines--- for men in the Indian and Forest service--- and for others. Would you like to know what kind of a bargain the government drives? Well, here's the Veteran Inspector ready to tell you. His talk comes as this week's regular UNCLE SAM AT YOUR SERVICE radio chat which Station_____, cooperating with the United States Department of Agriculture, broadcasts each Monday---

--ooOoo--

From what I've said in these Veteran-Inspector talks up to now, you may have gotten the idea that the U. S. Government's pure-foods officials are simply inspectors.

That isn't the case.

Uncle Sam has a big family.....

Uncle Sam keeps a big kitchen....

Uncle Sam feeds many hungry mouths....

Uncle Sam spends millions of dollars for food every year....

And I'll tell you why---

There are hundreds of disabled veterans of the World War housed in government hospitals throughout the country. The Government buys food for these men. Uncle Sam also buys food for the Army, the Navy, the Marine Corps. Uncle Sam also buys foods for the Forest, Park, and Indian services and for those who are lodged in Federal prisons and houses of correction and in homes for the mentally deficient and physically disabled. All in all, there are thousands of men, women, and children who are fed by the Federal Government. Samples of food for many of these people go through the hands of the Federal Food and Drug Administration. The Government has large laboratories where these foods are carefully examined. The Government employs experts whose duty is to make sure that these foods are pure and up to certain prescribed standards.

Let's take a case.

There are 18 thousand World War veterans housed in 50 hospitals scattered throughout the United States. The Government feeds them. Most of us like raspberry jam, for illustration, and World War veterans are no exception. So let's take raspberry jam and follow it through from purchase until it reaches the dinner tray of the veterans. Uncle Sam figures that these men deserve good food. The Veterans' Bureau aims to buy the best.

And so Uncle Sam applies for bids on enough raspberry jam to supply these hospitals for a certain period of time. The Food and Drug Administration acts in an advisory capacity to the Veterans Bureau who sets the standard under which raspberry jam designed for the veterans cannot fall. The commercial manufacturer who agrees to supply the needed amount of jam of the standard quality at the lowest price gets the order. Then the manufacturer is asked to submit samples of his jam. The samples reach the Government foods officials sealed in containers. As each sample reaches the laboratory for examination, it is given a number to identify it. Then the inspectors get busy. They open the cans and measure the headspace in the can first. The headspace is the distance from the top of the can to the level of food in the can. A can should be as full as is commercially possible. Uncle Sam won't pay for slack-filled cans. Then the inspectors note the lining of the container. The Veterans' Bureau demands an enamel-lined container. Ordinary tin-lined cans are likely to give some of the jam a peculiar shade of purplish red. The veterans don't like purplish-red raspberry jam. The jam is now ready for scoring.

So the examiners empty the jam into a pan and examine it for consistency, color, freedom from blemishes, foreign matter, and so on, and for flavor. An accepted jam must not score under 90 points.

Jam of good consistency should have an even distribution of fruit, with no separation of fruit from the syrup or jelly.

Raspberry jam should have a bright, natural color.

Immature or moldy berries--- overcooking--- and chemical action with the material of the container may affect the color of the jam.

The jam must not contain green or decayed fruit--- stems--- dirt--- or other undesired foreign matter.

The flavor is important. It should be pleasing. For a superior jam, the flavor shouldn't be only ordinary; it should be excellent.

Then the inspectors put a well-mixed sample of the jam under the microscope. This is to find out if there are any molds or yeasts or spores in it. The best jams are practically free from molds and contain only a tiny number of yeasts and spores. High mold count shows that the berries were moldy when packed. High count of yeasts and spores shows that fermentation had set in before the berries were used in the manufacture of jam.

What chemical tests are made?

Well, in the manufacture of jam, the Veterans' Bureau requires that 45 per cent or more of fruit and 55 per cent or less of sugar should be used. This mixture must be concentrated by boiling to a suitable jam consistency. The fruit, sugar, and soluble solids content are determined by well known chemical methods.

This standard for jam has previously been adopted by the Department of Agriculture in connection with the enforcement of the Food and Drug Act.

Uncle Sam's foods officials are constantly working to raise the jam supply of the United States--- the jam that you buy and that I buy--- up to the exacting standards required by the Government for its own official family.

And jams, of course, are not the only foods examined before they are supplied to the veterans, the Army, the Navy, the Marines, and other wards of the Government. In a similar manner, all food products are separately analyzed.

The question naturally comes up---

What is gained by all this testing? Do these careful analyses pay? How?

A couple or three illustrations should tell the story. Not long ago, a certain commodity was accepted on the bid sample in a Number 10 can. When the delivery was made, the inspectors found that the can was smaller--- a Number 7, in fact. There was a difference of about 1½ pounds of food between the Number 10 can and the Number 7 can. The Government saved the tax payer money when it rejected the number 7's and insisted on the can size specified in the bid.

A shipment of vinegar, when analyzed, was found to be low in strength. Water had been added to the vinegar in too great quantities. The Government asked for a vinegar of a certain acid strength. Water is a common food adulterant. The Government rejected the watered vinegar--- saved money--- and got a better grade of vinegar. Appropriate legal action against the adulterated shipment was also taken.

In another instance, it was found that about half of a shipment of canned string beans were what are known as flat sours. These sour beans would have been distributed to Federal hospitals and institutions in the District of Columbia had not the Government's men found them and destroyed them. Sometimes, the Government allows the manufacturer to bring his product up to the standard asked for in the bid. Sometimes the food is so far below standard that it has to be destroyed. But Uncle Sam buys no food below the required standard for his large family.

How does this inspection work help the packers, canners, jobbers, manufacturers? Well, many of these bidders, using the Government specifications as a yardstick, have brought their products up to a superior measure.

New bidders are learning how to measure the quality of their products very accurately as a result of their experiences with Uncle Sam's buyers. As a matter of fact, some firms have adopted Government specifications as their own. This means that they are trying to manufacture and sell better products and that our manufactured foods as a whole are constantly getting better. I have said many times that the quality of our foods today is far higher than it used to be.

In short, the testing of Government food supplies results in securing the best value at minimum cost. It results in the saving of thousands of dollars a year in rejections and adjustments. It is helping manufacturers and distributors to market improved products. It is giving us valuable information for use in connection with the enforcement of the Food and Drugs Act.

So you see that all of us are protected by the same law. The Pure Foods law is designed to insure foods and drugs that are free from adulteration and that are truthfully and clearly labeled. I have just told you how the officials who buy food for Uncle Sam's large family use the law. And I have told you that they use the same law that works to insure the purity, quality, wholesomeness of the food that we ordinary citizens buy and use.

The Food and Drug Administration has issued a small pamphlet which describes the purchase of foods for the World War veterans, the Army, Navy, and other members of what I have called Uncle Sam's family. Write for a copy. You can write to this Station or direct to the Food and Drugs Administration, United States Department of Agriculture, Washington, D. C. For identification purposes mention this talk when you write.

--oOo--

ANNOUNCEMENT: You have just heard the Veteran Inspector's latest talk in the UNCLE SAM AT YOUR SERVICE series. Station_____, in cooperation with the U. S. Department of Agriculture, broadcasts these talks each Monday. Next Monday, the Veteran Inspector will tell you how notices of judgment serve as evidence of the Department's activity in safeguarding the consumer.

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UNCLE SAM AT YOUR SERVICE Monday, June 16.

NOT FOR PUBLICATION

SPEAKING TIME: 11 minutes.

ANNOUNCEMENT: When Uncle Sam goes to court! That's what our friend, the Veteran Inspector, is going to talk about in his UNCLE SAM AT YOUR SERVICE chat today. The Veteran Inspector, you know, is a representative of the United States Department of Agriculture at Station_____. His talk will deal with those interesting things: foods and drugs, which the Department safeguards, under the Pure Foods laws, even if the case goes to court. And now let's hear from the Inspector---

--ooOoo--

I was traveling on a fast train the other day--- somewhere between X and Y --- on my way to sit in at a court case involving the violation of the Federal Food and Drugs Act by a certain manufacturer whom I won't name....

The train was clicking it off over the rails in the way fast trains have. We were speeding through beautiful, green country. It looked like the Government had the court case pretty well in hand. I was feeling pretty good...

As usual, in trains, I fell into conversation with someone whom we shall call Mr. Thomas....

"Mr. Inspector," he said, "I have read a great deal and heard many talks over the radio lately about the work of the Food and Drug Administration whom you represent---"

I raised my eyebrows. Mr. Thomas went on---

"I have heard that the food and drug supply of the United States is much better than it used to be. I have heard that the Government keeps its official eyes open for violations of the Pure Foods Law. Now, what I want to know is what the Government does when it finds a violation of the law."

I told Mr. Thomas that that would be rather a difficult story. I tell you the same thing. But I am going to try and repeat for you just what I told Mr. Thomas---

I'm going to tell the story by cases in a couple of minutes. That'll be more interesting. But first I'll have to mention a few legal details so that you'll know what I'm talking about--

First of all, theFederal Food and Drugs Act provides for the prosecution of the person or concern responsible for violating its provisions and for the seizure of the adulterated or misbranded products.

I will mention 4 classes of violations which are often the basis of either seizure of the offending goods or criminal prosecution of the manufacturer, or both:

(1) In the case of food products containing added poisonous or other added deleterious ingredients which may be harmful to health;

(2) In the case of food products consisting in whole or in part of filthy, decomposed, or putrid animal or vegetable substance, or any portion of an animal unfit for food, or a product of a diseased animal, or one that has died otherwise than by slaughter;

(3) In the case of food or drug products so grossly adulterated or misbranded with false and fraudulent claims that their distribution constitutes a serious imposition on the public; and

(4) In the case of deliberate frauds in the shipment of adulterated and misbranded food products which seriously endanger honest trade practices.

There are of course other violations which result in legal actions.

The train roared through Z with a clatter and a clanging of bells. A cloud of dust floated out over the town. A child sitting on the station platform waved her hand ----

I continued. Mr. Thomas listening intently----

The evidence necessary to prove a producer or shipper guilty is gathered and presented at the trial by the Food and Drug Administration, through the local United States Attorney. Sometimes the cooperation of State and city health, food, drug, and feeding-stuffs officials is enlisted.

Now let me tell you, very briefly--- just as I told Mr. Thomas--- what course one of these court cases takes---

First of all, a sample of the suspected food or drug is taken and analyzed by Government experts in the food and drug inspection stations. These stations then report to the field district headquarters with recommendations of the action to be taken. If the violation is such that the offending goods should be immediately removed from the market the district office reports to the Washington headquarters and recommends that the goods be seized. The Washington specialists review the case. If they agree to seizure the facts are transmitted to the Solicitor of the Department for a review of the legal angles. On the basis of the legal sufficiency of the facts he either concurs in the decision to prosecute or returns the case. If the case is legally sound the Solicitor prepares it for transmittal to the United States District Attorney in whose jurisdiction the goods are. The District Attorney files a libel in the Federal court. The case then proceeds to judgment, after which the court decree is returned to the Solicitor who prepares a notice of judgment giving the essential facts. This notice is then published by the Food and Drug Administration and the case is closed.

When analysis of a sample of a suspected food or drug is completed by the food and drug inspection stations and a violation is established, it may be that the shipment has gone into consumption or that for other reasons criminal prosecution rather than seizure action is desirable. In some cases both seizure and criminal prosecution are instituted on the same shipment. If the field district headquarters decide that criminal prosecution is in order they direct the station in whose jurisdiction the shipper resides to issue citation and hold a hearing on the case so that the manufacturer may have a preliminary opportunity to present reasons why the case should not be prosecuted. After the hearing recommendations are made by the field station to the district and in turn by the district headquarters to the Washington offices. If the Washington offices concur in the recommendations for prosecution and if the Solicitor finds the legal basis to be sound, the case is referred by the Secretary of Agriculture to the Attorney General who in turn refers it to the District Attorney with instructions for the filing of a criminal information against the shipper. As in seizure action, the case then proceeds to adjudication in the Federal courts. Judgment is rendered, the court decree is referred to the Solicitor for the preparation of a notice of judgment giving the essential facts, and this notice is then published. If you want sample copies of some recent notices of judgment on both food and drug cases, write the Administration at Washington or address your letter to the Veteran Inspector in care of the radio station to which you are now listening.

Mr. Thomas seemed to have a mind for figures. He asked me how many of these notices of judgment were issued by the Administration during the calendar year 1929. Here are the figures:

About 487 notices in foods----about 296 in drugs---approximately 40 in insecticides---and 1 in naval stores.

Now let's take a few of these cases and see what the Government did---

Last December, the courts rendered a decision in favor of the Department of Agriculture in a case against a preparation called Liquid Hog Health. The Department holds that health cannot be bought as a commodity just as you would go out and buy a can of olives. The Department claimed that this Liquid Hog Health was misbranded. The labeling of the product claimed that oats treated with it would cure sick hogs and stimulate the growth of backward pigs and shoats. The Food and Drug Administration alleged that the preparation contained no ingredients capable of curing or stimulating growth of the hogs as claimed and since the manufacturer did not appear in court to defend the goods, the Court ordered the shipment destroyed.

Action is now being taken under the Food and Drugs Act against certain products that are claimed by their manufacturers to be radioactive when these things are falsely or fraudulently misbranded under the terms of the law. Many have been removed from the market as a result of court action. Federal officials found only 5 per cent of the products claimed to be radioactive that contained material quantities of radium.

The Government recently got action against a concern that was manufacturing a preparation claimed to be a milk producer. Analysis of the product showed that it contained a number of chemicals and drugs that could not possibly do the things the manufacturers claimed it would do.

I well remember a case that involved a little brown cracker made of wheat bran and flour, salt, some yeast, and lightly baked. FLOUR. SALT. And YEAST. But the manufacturers announced on the label that this little cracker was for CONSTIPATION, INDIGESTION, DYSPEPSIA, AND SOUR STOMACH. That it was IN ITSELF a CORRECTOR OF STOMACH TROUBLES, and so on. They printed a testimonial from a man who claimed to have had dyspepsia for 30 long years but, after taking these health crackers with his meals, found PERFECT RELIEF. But why wheat bran and flour, salt and yeast, baked in a cracker, should have any particular health and curative powers not contained in these foods NATURALLY, the manufacturers failed to prove to the satisfaction of Uncle Sam's scientifically hard-boiled food officials. And so shipments of the crackers were seized by United States attorneys and destroyed. The product was clearly mislabeled under the provisions of the Pure Food Law.

We were about to pull into the station where Mr. Thomas was to get off. The porter, called George, was getting Mr. Thomas's baggage ready. But before he left, I had time to tell him that I could go on telling for a long time how the Government has instituted court proceedings against manufacturers of defective or fraudulently labeled foods, or stock feeds, or stock remedies, or insecticides, or durgs, or proprietary medicines, or fat-reducers, or what not. Practically all of the cases have been won. The Government, I said, is not trying to penalize the work of honest, careful manufacturers. Our food and drug supply is better now than it ever was before. And I believe that these cases that have been fought out in the court room have had a lot to do with increasing the quality and reliability of the foods and drugs we buy every day on the market. The courts of justice put a healthy fear into the heart of the man who has something to conceal. The Government prosecutes the cases I have told you about under a law that is now on the books--- put there by representative government--- and which require that certain standards be upheld under the law.

The general consuming public--- you and I--- can do a lot to make the Federal Food and Drugs Act more effective, however, in all its provisions. And that is by carefully reading the labels on foods and drugs and then by applying the principles of economics to the information gotten by label reading. Intelligent label reading would save the American public millions of dollars a year and promote the cause of truthful labeling of foods more effectively than in any other way. That's where the public comes in. That's where the average buyer can protect himself and save money----

Before I leave the microphone, I'd like to announce that you'll find a great deal of information on the Food and Drug Administration's work in Miscellaneous Publication Number 48-M. This publication is free.

--ooOoo--

ANNOUNCEMENT: That was the Veteran Inspector you just heard. He is a radio representative of the U. S. Department of Agriculture at Station_____ and his regular Monday talk, UNCLE SAM AT YOUR SERVICE, comes to you through a cooperative agreement between this Station and the Department. Write him in care of this Station if you want copies of the most recent NOTICES OF JUDGMENT UNDER THE FOOD AND DRUGS ACT and of Miscellaneous Publication 48-M.

UNITED STATES DEPARTMENT OF AGRICULTURE
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UNCLE SAM AT YOUR SERVICE Monday, June 23

NOT FOR PUBLICATION

SPEAKING TIME:

ANNOUNCEMENT: And now we're going to hear from the Veteran Inspector, a radio representative of the United States Department of Agriculture at Station_____. The Inspector has been visiting the coffee men and--- if you like a good cup of coffee--- you'll probably enjoy our visit with him today. All right, Mr. Inspector---

---ooOoo---

If you think that a few interesting historical facts won't cut in on your enjoyment of the magic bean in the future, I'd just like to say that coffee-drinking is by no means a new thing.

A certain Arabian physician, called Rhazes, mentioned coffee 'way bank in the year 900.

Coffee began as a food. It graduated to the standing of a wine. Then it was known as a medicine and finally as a beverage. I know some men who make use of it today in all 4 ways.

As a food, the whole ripe berries the fruit of the coffee tree, were crushed into balls and held in shape with fat. There are a few tribes who still take their coffee this way.

The next step was to take the juice from the ripe fruit and ferment it. The result was a wine.

Around 1200 or 1300 A. D., the method of roasting and boiling dried coffee beans the seeds of the fruit,--- familiar today--- was discovered. I would like to award the discoverer a medal or rather erect a monument to him, for he is long since dead.

Soon after, that, religious devotees drank coffee in order to keep awake during religious ceremonies.

Then came the coffee house. And then came attempts to prohibit the use of coffee. They failed. Coffee houses soon became the meeting places of writers, political partisans, artists, and husbands who were not understood by their wives.

The coffee house had its day in the United States. Before the Colonies were even known as the United States, there were flourishing coffee houses in New York, Boston, and Philadelphia.

Today, there are famous coffee houses in New Orleans and that brings me up to now. . . .

About 3 weeks ago, I had the pleasure of visiting the docks where the coffee ships unload at New Orleans, with E. C. Boudreaux, head of the Food and Drug Administration's office in that city.

These docks are a marvel of architecture and convenience. Great 2-story buildings of cement and steel, they house some 3 million sacks of coffee a year. A sack of coffee weighs around 132 pounds. Mr. Boudreaux told me that about 72 coffee ships unload at this port every year. The ships average 42 thousand bags each. Most of the coffee on the floor at the time of our visit was from Brazil.

A ship was at the dock when we were there. Unloading. They lifted 8 or 10 bags out of the hold at one time--- unloaded them onto small trucks--- and hauled them into the building. Singing Negro dockhands were doing that job. It was hot down there, but they didn't seem to mind it.

Now you have to mark those sacks of coffee in such a way as to identify the kind, the consignor, the consignee, and so on. Each bag of a certain mark was piled with its kind in the dock. They had that worked out. Small flags fixed the location of each kind of mark. The dockhand carried a bag on his shoulders to a pile marked by a flag and put it in the right place.

There were great piles of sacked coffee all over the place.

You could smell it a block away.

This coffee will be shipped, green or unroasted to dealers, wholesalers, roasters all over the Central United States. Much of the coffee designed for other sections of the country is received at New York, San Francisco, or other ports.

But all of it goes through the same thorough inspection by the Government's trained coffee inspectors.

Here's how coffee is inspected:

As you all know, the Food and Drugs Act condemns the mixing of food or drug commodities so as to lower or injure their quality or strength, Unfortunately, there are low-grade and adulterated coffees. In past years, for example, and perhaps to some extent today, green coffee has been imported into the United States mislabeled as to the country from which it really came. Some countries produce better coffee than others. The Food and Drugs Act specifically makes illegal false labeling of foods and drugs

concerning the country in which they are produced. And so Uncle Sam's inspectors have to see that the coffee imported into the country is correctly labeled as to country of production.

And then, too, coffee sometimes contains excessive amounts of black beans or dirt or small sticks or other foreign material. Inspectors take samples of the coffee at the docks -- examine it for inhibited material -- and report their findings. Sometimes a certain lot will show such gross adulteration or impurity that the Government will condemn or detain the shipment. The Government specifies coffees of grade lower than number 8 of the N. Y. Sugar and Coffee Exchange as unsuitable for entry into the United States.

When the coffee is landed, it goes to the roasters and grinders where it is prepared for the retail trade. In the early days, serious forms of adulteration and misbranding were often found here. Ground nut shells--- artificial berries made of paste or starch--- and other such stuff, were sometimes used to adulterate genuine coffee. But Mr. Boudreaux told me that the adulteration of ground coffee today is the exception rather than the rule. The coffee trade as a whole, said Mr. Boudreaux, is cooperating with the Food and Drug Administration in many ways to improve the quality of the berries that go into our national coffee cup. But the temptation to substitute cheap material for a comparatively expensive thing like coffee, is strong. Such substitution is hard to detect when the whole material, substitution and all, is ground up finely. The microscope solves the problem for us however. We are buying more ground coffee today than in the past.

Some of these coffee substitutes are perfectly harmless. Take chicory. Some people like chicory in their coffee. This seems to be particularly true of many people in Central and South America and in the Southern States of our own country. Of course, the Food and Drug Administration has no jurisdiction over the coffee that reaches the trade in other countries, but the Administration does say that when chicory is used in coffee in this country, it must be specified on the label. After all, chicory is not coffee, although it may be perfectly wholesome. It is perfectly legal, under the Food and Drugs law, to sell a mixture of coffee and chicory if that mixture is declared on the label. But if you want your coffee pure, be sure and see that the label does not say: "COFFEE and chicory." The word "chicory" is often played down, as they say, in small type. It's just another reason why you should READ THE LABEL BEFORE YOU BUY! Uncle Sam's inspectors occasionally find short-weight packages. They take prompt steps to correct such mischievious practices--- going to court about it, if necessary. But you can do a great deal if you'll note the statement of weight or contents on every can or package of coffee you buy.

"The coffee industry as a whole, however," said Mr. Boudreaux, "is in a healthy state, so far as the Food and Drugs Act is concerned. We find few violations of the Act."

I have heard people say that you can make a good cup of coffee from almost any kind of coffee--- if you make it correctly. I asked Mr. Boudreaux about that.

"I'm not speaking officially now," he said. "But if you want my opinion, here it is. A good grade of coffee--- pure and well-prepared

for coffee making--- will make a better cup than an indifferent coffee. Some people want their coffee light roasted. Others want it medium--- or Mobile--- or New Orleans roasted. Some like it dark, some light. Some countries produce better coffee than others, but that, too, is a matter of taste. Down here in New Orleans, they prefer what is called French-Drip coffee. They never boil the coffee with the water. They pour the boiling water over the coffee--- SLOWLY. There are special urns and strainers for the job. Coffee, like olives, is rather a matter of taste. All I say is: "We want the coffee to comply with requirements set by the Pure Foods Law."

--ooOoo--

ANNOUNCEMENT: You have just heard another of the Veteran Inspector's UNCLE SAM AT YOUR SERVICE talks. Station_____, cooperating with the U. S. Department of Agriculture, braodcasts these talks dealing with Government foods and drugs regulation, each Monday. Another one next Monday and you are invited to hear it.

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UNCLE SAM AT YOUR SERVICE

Monday, June 30.

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NOT FOR PUBLICATION

SPEAKING TIME: 10 Minutes

ANNOUNCEMENT: Last Monday, you remember, the Veteran Inspector ---- who is a radio representative of the United States Department of Agriculture at Station_____--- told you the story of coffee and of what Uncle Sam does to improve the national breakfast cup. Well, the Inspector is on hand again today. And what he is going to do is to take a bird's-eye view of the work of a particular station in the Food and Drug Administration's national system --- describing what he sees. Mr. Inspector---

--ooOoo--

About 4 weeks ago, I sat in the office of the head of the Food and Drug Administration's station in New Orleans. The chief was telling me about the work his station does. . . .

But, as we talked, I had a hard time keeping my eyes from roving out over the view of the city's great shipping center just below. Long freight trains were rolling in from up-country. I could see the long, dark dock buildings with an occasional ship mast towering over them. I could hear the bellow of ships--- the clang of locomotive bells. Here was life. . . . . Movement. . . . . Plenty doing here. . . . . .

New Orleans is one of the great ports of the world. A tremendous quantity of food comes through this port on its way to the scattered cities and towns of the United States--- on its way to the far harbors of the world.

The men in the Government's food and drug office here have their fingers on the pulse of this great artery of trade.

They have to have. A brief mention of a few of the foods that are imported into this country through the port of New Orleans would make a very interesting bill-of-fare. Olives from Spain, Greece, Italy, and Holy Land. Sardines from the colder northern countries. Small, pear-shaped tomatoes in cans from Italy. Olive oil from Spain, France, Italy. Glaced fruits from France. Chilis from Mexico. Coffee from Brazil and the Central Americas. Canned fruits and vegetables from dozens of countries. Cocoa beans from Central America and the Caribbean. These are only a few of the food products that come up the Father of Waters in ships to be landed at the docks of New Orleans. And it is the duty of Uncle Sam's food officials here to inspect all these products and to see that they are fully up to the standard set by the American Pure Food laws.

If the men pass on the products, they are loaded into those waiting freight cars--- or onto Mississippi River boats--- and carried to distant towns and cities all over the country.

If the inspectors refuse a shipment entry, the shipment is condemned, or shipped back to the country it came from, or corrected if the defect can be corrected.

The New Orleans station covers the States of Alabama, Texas, Mississippi, Louisiana, and 2 counties in Florida. The station staff is composed of 10 people; the chief, 3 chemists, 3 inspectors, and 3 clerks. Plenty of work for all.....

All this Mr. Boudreaux, the station head, told me. And he said that the supervision of imported foods and drugs is only a part of the work of his station. The territory covered is known nationally for the production of many kinds of foods. When these products are shipped from 1 State to another they must be inspected from time to time by Federal foods officials. The inspectors check on their purity, wholesomeness, fitness for human use, their labels, their statement of weight and contents.

This station is down in the citrus-fruit growing country. And that reminds me of a good story. . . .

Last December and January, severe freezes occurred in the Rio Grande Valley in Texas. It was cold enough to seriously damage the citrus fruit grown there. The Valley raised about 5 thousand cars of citrus fruits--- mainly grapefruit--- during that year. Fortunately, about 4 thousand cars had been shipped before the freeze hit the Magic Valley. But there were still a thousand carloads of fruit on the trees. Damage throughout the Valley--- about 65 miles long---- was about equally severe. Of course, other citrus-growing sections are not unfamiliar with occasional low temperatures. Florida and California growers have known the damage that freezing weather can do to a promising crop.

The question now was: SHOULD FROST-DAMAGED FRUIT BE SHIPPED?

Freezing injures citrus fruit -- dries it up and makes it unfit for food. Fruit which has been materially damaged by freezing is inferior and decomposed within the meaning of the Food and Drugs Act. Citrus fruit is considered adulterated within the meaning of the Food and Drugs Act if the contents of any lot found in interstate commerce shows any considerable dry area when the fruit is cut through the middle.

The Rio Grande valley is in the New Orleans station's territory. They sent Inspector G. H. Eigenberger down there to look the situation over. The object was to advise growers as to the Federal requirements covering the shipment of dried citrus fruit.

These regulations are framed in such a way as to be fair to both grower and consumer. The Government wants to protect the consumer. The Government also wants to help the producer. And so, under the guidance of Inspector Eigenberger, meetings of growers were called. Regulations were explained. Advice was given on sampling fruit. Advice on whether to ship or not to ship was given. The growers saw the point. While a few cars of damaged fruit were

shipped, the great majority of growers became as anxious to keep freeze-damaged fruit out of the cars as were the Federal and State inspectors who were on the ground.

That's just one sample of work done by the station operating under the Pure Food laws.

While I was at the station, I paid a visit to the laboratory where questionable foods and drugs are examined chemically, and in other ways. Chemist Deal was busy looking into some cans of turnip greens which had been seized because they were wormy. The greens, I noticed, were of a fairly natural color, looked reasonably wholesome. But they were wormy without any doubt. They told me that the concern which canned these greens--- when it found that they didn't comply with the Pure Food laws---- destroyed hundreds of cases voluntarily. That's another example of cooperation between producer and Federal foods officials.

This station is located in the sugar-cane belt and a great deal of cane syrup is produced in the station's territory. Mr. Boudreaux told me that some manufacturers occasionally adulterate supposedly pure cane syrup with sugar syrup or glucose. The station is now working on that project. A pure cane syrup should be labeled CANE SYRUP. If that's what you are after, look for that label.

In this laboratory, I saw some adulterated honey. Liquid honey, of a reasonably natural color, had been adulterated with cane sugar syrup. Then the manufacturer had added bits of comb. This honey was selling very cheaply --- but, on tasting it, I decided I'd much rather have the pure product of the bee. The Government seized several lots of this adulterated product. This was the first lot of adulterated honey they had found in ten years.

These are just a few samples of the work this typical station is doing. I could give you hundreds more--- as the men at the station told them to me. But I mustn't forget one more---

Many preparations for malaria are sold in the South. It seems that some folks there interpret that tired feeling or other feelings in terms of malaria.

Well, the foods and drugs officials made a comprehensive survey of the malaria-preparations field and found that only a few medicaments labeled as good for malaria contained enough quinine or other cinchona alkaloid to constitute adequate treatment for malaria. So they issued a notice advising manufacturers that such preparations must comply with the Food and Drugs Act. This notice gave the quantity of quinine or other cinchona alkaloid, with the proper dosage which medical men universally recognize as necessary to be effective against the disease. Many manufacturers at once made the required changes to bring their products within the legal standard. Some did not and their preparations were seized. It is now thought that those who buy malaria preparations can do so with much greater confidence as to results than they could before this campaign.

Well, well. My time is nearly gone and I have hardly gotten a good start. I'd like to tell you what Mr. Boudreaux told me about his territory. He gave me a sort of mountain-top view of the life, shipping, industries, buying habits of the whole territory. This section is coming

to the front as a dairy-products producing territory. It contains some of the finest oyster beds in the world. It has a thriving shrimp-packing industry. Cotton-seed by-products: meal and cake, are manufactured here in quantity. I have already mentioned the sugar industry. Large quantities of fruits and vegetables are grown and packed for shipment in this section. Texas is an important flour-milling center. Texas also ranks among the leading turkey-raising States of the Union. Well, the point is, when any of these home-grown products are canned, preserved, or otherwise prepared for shipment from one State to another, they come at once under the provisions of the Food and Drugs Act which specified that foods and drugs--- imported or shipped in interstate commerce---must be pure, wholesome, unadulterated, and honestly labeled as to contents and contents measure. A regional station of the Food and Drug Administration---- working under supervision and instruction from the central office at Washington---must know its territory from A to Z. I have cited the New Orleans station today as a station which does. . . . . So do the other stations of the Food and Drug Administration in all parts of this country.

--ooOoo--

ANNOUNCEMENT: You have just heard the Veteran Inspector's latest UNCLE SAM AT YOUR SERVICE Talk. Station_____, in cooperation with the U. S. Department of Agriculture, will broadcast another talk in this series next Monday. You are all invited to listen in.